

First Copy

DETROIT.

Automotive Daily News

PASSENGER TRUCK



TRACTOR TIRES

ACCESSORIES

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Cleveland Banker Sees 4,000,000 Autos as U. S. Production Next Year

CLEVELAND, Dec. 22.—Four million automobiles will be manufactured in the United States in 1926, according to predictions made today by Col. Leonard P. Ayres, vice-president of the Cleveland Trust Company and a nationally known economist, in his annual forecast of business conditions before the Cleveland Chamber of Commerce.

Hundreds of executives of local automobile and accessory manufacturers attended.

"If automobile makers in the United States and Canada built all the cars they are now planning to build during the next year, 1926 production would be around 5,500,000. But the car manufacturers won't carry out these elaborate plans. If they did the market would be greatly overstocked, and for every three automobiles now in use, next year at this time there would be four. This latter condition, desirable enough, is a little too much to hope for at this time.

"I do feel, however, that automobile and truck production will be high, reaching approximately the 4,000,000 mark. That, slightly less than the passing year of 1925, will be sufficiently high to give the manufacturers a lucrative profit for the year's business."

Turning to sales methods, Col. Ayres declared American manufacturers are "going to extremes in use of the time-payment plan."

"Makes of machines no longer are being sold but rather the convenient time payment method by which they are being turned over to the user," he declared.

"I fear we are going to extremes with this budget plan selling idea. Most of the companies now financing automobile time sales are headed by promoters and salesmen, and not by the so-called 'hard-boiled' commercial banker, as they

(Continued on Page 2)

Permanent Show For Atlantic City

ATLANTIC CITY, Dec. 22 (U. T. P. S.).—The suggestion of a permanent auto exhibit here is said to have met with the approval of automobile dealers generally. A. Conrad Ekholm, director of exhibits of the Million Dollar Pier, is the prime sponsor of this movement and is backed by the Atlantic Auto Trades, which includes automobile dealers of Atlantic City and vicinity. He is reported to be in Detroit at the present time soliciting the co-operation of various automobile manufacturers in the show project.

WHITE OPENS FACTORY BRANCH IN OMAHA, NEB.

CLEVELAND, Dec. 22.—White Motor Company officials today announced the opening of the sixty-sixth direct factory sales and service branch at Omaha, Neb.

Dean M. Gillespie, formerly a salesman connected with the Denver branch, has been named branch manager, and is expected to direct the development of the Omaha territory. A. F. Bergdorf, formerly shop superintendent at St. Louis, has been named district service manager, with headquarters at the Omaha branch.

Places Minnesota's Auto Census in '26 At 635,000

ST. PAUL, MINN., Dec. 22.—Minnesota will have 635,000 automobiles by the end of 1926.

This was the forecast today of Mike Holm, secretary of state and motor vehicle registrar, as he made public motor car statistics for 1925.

During the year, including an estimated number for the last week, 575,262 automobile trucks and motorcycles have been licensed. This is an increase of 65,600 over the 509,662 total of 1924.

License fee collections for 1925 totaled \$9,765,117, an advance of \$1,168,504. A conservative estimate of the increase for the coming year is 10 per cent. of the present registration, Mr. Holm said, or approximately 60,000 machines.

Shipments totaling 550,000 pairs of tags, weighing about 300 tons, have been received. Minnesota motorists will pay a slightly lower rate for their 1926 license, Mr. Holm said.

Contract Made for Haynes Plant Sale

INDIANAPOLIS, IND., Dec. 22 (U. T. P. S.).—A contract was made Saturday between the Fletcher Savings and Trust Company of Indianapolis and the Carle Machinery Company of Detroit, which arranges for liquidation of the remaining property of the Haynes Automobile Company of Kokomo, pioneers of America's automobile industry.

Sale of the remaining assets of the famous old automobile plant will begin at once, George R. Shuman, president of the liquidating agent company, said. The remaining property of the automobile company is estimated to be approximately \$500,000 in value and includes six or eight buildings of the Haynes plant at Kokomo, machinery and equipment in the factory formerly used in the manufacture of automobiles, about forty houses in Kokomo, a farm of at least sixty acres near Kokomo, and about twenty vacant lots.

SWEENEY GOES TO MINN. FOR STUDEBAKER CO.

HELENA, MONT., Dec. 22.—Thomas C. Sweeney, for many years connected with the T. C. Power Motor Car Company, state distributor for Studebakers, left yesterday for Minneapolis, where he will become field representative of the Minneapolis branch of the Studebaker corporation.

STUDEBAKERS IN DEMAND

LONDON, Dec. 22 (U. T. P. S.).—Despite increased taxation Studebakers continue to sell well in Britain. Most orders are for sedans.

Name Ford to Back Transpolar Flight

NEW YORK, Dec. 22.—It is reported that Henry Ford is to back a transpolar non-stop airplane flight early in the spring from Barrow, Alaska, to Spitzbergen, Sweden.

The flight, according to the report, is being arranged by Vilhjalmur Stefansson, Dr. Isidor Bowman, director of the American Geographical Society; George Wilkins, explorer and veteran of two South Pole expeditions, and Malcolm Alexander Smith, an Alaskan prospector, who is 67 years old. Wilkins and Smith left for Detroit last night.

ENGLAND FEELS U. S. INFLUENCE

But Rubber Action Here Comes Too Late for Parliament

LONDON, Dec. 22.—The news from Washington that crude rubber is to be the subject of the latest Congressional investigation reached London too late to catch the rubber market in operation or to evoke comment in the House of Commons, which is engaged in the Mosul debate.

Unless some of the members of the House make impromptu queries when the House meets for its final sitting today there will be no opportunity for the rubber question to be mentioned in Parliament until early in February, when the new session starts.

If, as Representative Hull is quoted as informing the House of Representatives, the British are laughing out loud at America over the rubber situation, there may be some satisfaction for the United States to know that the laughter diminished considerably here last week, with a changed facial expression on the part of speculative buyers, when spot prices of the product fell nearly a shilling, due largely to American influences on the market.

FRED ALLISON JOINS AMERICAN-BROWN-BOVERI

CAMDEN, N. J., Dec. 22 (U. T. P. S.).—Fred Allison of Ford interests has been named a director of the American-Brown-Boveri Electric Corporation here, the firm which recently purchased the plant of the New York Shipbuilding Corporation.

Allison is noted for his engineering accomplishments in the automobile, truck and tractor lines, as well as in the electric and railway fields. His choice identifies the concern here with one of the largest manufacturing enterprises of the country.

TIRE PRICE RAISED BY ENGLISH FIRM

LIVERPOOL, Dec. 22.—Following the rise in price of raw rubber, Mosely & Sons, Manchester, England, on December 9 increased the charges for their auto tires by 20 per cent. This is thought to be the signal for a general advance, which is expected to take place on January 3.

Leading Rubber Mfrs. To Testify in Probe

Firestone and Other Importers to Be Leading Witnesses—Secretary Hoover Also To Be Called

Special from A. D. N. Washington Bureau

WASHINGTON, Dec. 22.—Harvey S. Firestone and other large American importers of crude rubber will be called to testify before the House Committee of Interstate and Foreign Commerce, appointed to make a sweeping investigation of alleged manipulation of rubber prices by the British colonial possessions. Hearings will start about January 5.

Representative James B. Parker of New York, chairman of the committee, today told the Automotive Daily News that the course of the investigation will not be outlined for several days, but that Secretary of Commerce Hoover is expected to be the principal witness at the hearings, besides some of the leading users of rubber.

The House was spurred to action on the Tilson resolution calling for the investigation by the speech of Representative Cordell Hull of Tennessee, former chairman of the Democratic National Committee, who charged England with openly proclaiming that it intends to collect \$4,000,000,000 from the United States in increased rubber prices to pay its war debt.

Representative John Q. Tilson of Connecticut, Republican floor leader, told the House that rubber consumers were paying \$700,000,000 "annual tribute to Great Britain because of its control of rubber prices."

It was expected here today that there would be a sharp break in the British market as a result of the action of the House in ordering the investigation in view of the fact that the price dropped 12 cents on Saturday when the Wilson resolution was first discussed in Congress.

The principal objective of the investigating committee after ascertaining sufficient evidence of the British rubber monopoly will be to recommend to Congress a plan for defensive legislation and means of reprisal.

While the scope of the resolution was enlarged to cover coffee, silk, nitrates, potash, quinine, iodine, tin, sisal, quicksilver, pulp wood and other important material, it is significant that these commodities were included as a basis for reprisals for the alleged excessive price of rubber, which will be the dominant subject of the investigation.

Manufacturers and importers of rubber who wish to be heard before the committee should communicate immediately with Representative Parker.

200 NEW BUSES WILL BE BOUGHT IN NEWARK

NEWARK, N. J., Dec. 22 (U. T. P. S.).—Two hundred new buses will be purchased by the Public Service Railway and Transportation Companies, it has been learned here on good authority.

Thomas N. McCarter, president of the Public Service, refused to deny or confirm the report, but said he would make a recommendation to the directors that would interest the riding public.

It was intimated by Mr. McCarter that the new buses will be of the gas electric type.

URGES INCREASE IN GAS TAX IN OHIO

COLUMBUS, O., Dec. 22.—An increase in the gasoline tax in order that the state may have more funds with which to pay for highway construction has been recommended by H. S. Ferry, assistant maintenance engineer of the state Highway Department. Such an increase is proposed by automobile clubs, which fought the gasoline bill when it was before the Legislature last winter.

2,000 FLINTS IN ONE ORDER

**Los Angeles Branch
Gets Record Retail
Purchase**

FLINT, Mich., Dec. 22.—An order for 2,000 Flint six automobiles has been received by the Los Angeles Flint branch from the Automobile Theft Bureau of America, it was stated at the Flint Motor Company yesterday. It is believed the order sets a world's record for cars to be delivered at retail.

The order is also the more unique because each car will be equipped with a radio receiving set and a low-power sending set, and will be used by the bureau in its proposed campaign against automobile thievery in the United States.

The agreement was entered into between J. H. Kelly, general manager of the bureau, and E. T. Tuller, general manager of the Los Angeles branch, and calls for an early delivery of sixty cars, to be followed with 1,940 more as the bureau expands its territory during 1926. Already delivery has been begun on the first group of 60, it was stated.

The theft bureau, said to be an innovation in the automotive world, is working out comprehensive plans and contemplates servicing the entire United States.

To facilitate checking ownership in many ways, the country will be zoned, and a system of card indexes covering owners, makes, engine numbers, serial numbers and miscellaneous numbers will be kept.

Patrol stations manned by two operatives will be maintained at all points where highways cross state lines. Cars entering or leaving the state will be observed, checked and reported to headquarters. Plans call for deputizing employees so they can arrest drivers operating cars reported stolen.

Corporation Tax Tested in Wash.

Olympia, Wash., Dec. 22.—An important test case, hinging on the legality of a state law which compels corporations foreign to the state, many of them motor vehicle companies, but engaged in interstate business in Washington, to pay heavy corporation taxes in the filing of amendments for the increasing of capital stock, is to come before the state supreme court here this week.

The specific case involves W. H. Barber & Co., a firm incorporated under the laws of Delaware and engaged in the shipment of carload lots of asphalt to different sections of the country for regional distribution.

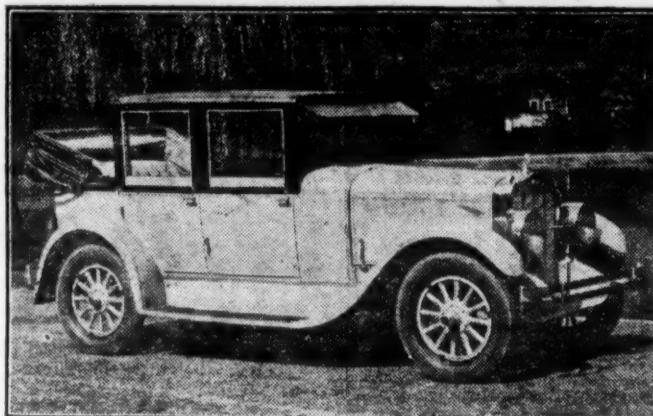
The corporation seeks the evasion of paying a tax of \$750, alleged by the state to be due, and is suing for a writ of mandate compelling the secretary of state to file the amendment upon the payment of \$20, which the company contends is the only collectible amount as coverage for the actual cost of filing.

PEERLESS CO. SLIPS BY ITS 24TH MILESTONE

Cleveland, Dec. 22.—Officials of the Peerless Motor Car Company forgot all about it the other day when the company passed its twenty-fourth milestone.

Auditors, delving through the records, discovered that the company should have observed its twenty-fourth birthday on December 12. The records showed the first car, No. 22, was sold to G. T. Young of New York city. The first car manufactured under the Peerless name was No. 21, but No. 22 found a buyer first.

FRANKLIN CUSTOM CABRIOLET. This attractive inclosed F drive cabriolet styled by De Causse will be shown in the Rose Room at the Plaza Hotel during the National Automobile Show in New York. Five other custom-made cars and four standard types in special color combinations will also be shown.



Wetmore Warns Against Menace of Used Cars

By JOHN C. WETMORE

LOS ANGELES, Dec. 22.—In the midst of all the ballyhoo of the big easy payment buying boom and the hurrah over sales percentage gains, it may be cruel, but none the less timely, to send forth again a warning of the used car menace this kind of boom is building up.

Out here we are near to it and know first hand how serious it is.

We believe if the truth were told the same glutting of the used car market is going on in the East and will grow with the threatened adoption of the easy payment terms naturally more in vogue in this normal credit community of ours than in the more conservative East.

With the arrival of winter, it will be found that December sales are slowing down to an even greater degree than formerly; for, from a comparative standpoint, we usually have the same selling slump in November, December, January and February that they do in the East, even if our winter volume sales are greater.

Dealers have been waking up to the fact that their used car stocks are piling up at an alarming rate. If it continues and is not checked it will spell dire disaster to many a dealer.

As we have said before, this is practically a 100 per cent. replacement market. Used car buyers find that used car purchases cannot be financed on the same easy terms as apply to new cars and so are holding off buying. In a word easy payments are adding greatly to normal used car accumulation.

Already the big, conservative distributors have had the foresight and courage to call off exchanges when they are in danger of carrying their used car stocks beyond the safety limit. It has been found that there can be no general rule formed for the regulation of exchanges of old cars in part payment for new ones.

The one simple way is to set a safe limit on the value volume of exchanges in proportion to the magnitude of one's business—and then stick to it. The dealer's stick-to-it-iveness to this limit is the measure of his business courage and will mark the duration of his business existence.

Some "wise" ways of handling used car exchanges stand out as bright examples in past recollections and observations. Back in New York Walter Woods, the clever Yankee then handling the Peerless, allowed no salesman the right to make a part payment exchange until his particular stock of used cars was brought below the limit set for him.

AUTO CONTRACTS ARE RULED UPON

Cal. Courts Hold They Do Not Come Under Usury Laws

LOS ANGELES, Dec. 22.—Sales contracts and terms in the automobile selling field were substantiated in the Superior Court of Los Angeles recently. A decision was rendered in Judge Reuben Schmidt's court which decides that conditional contracts of sale used in the sale of automobiles or any other personal property upon the time payment plan do not come within the review of the usury laws of the state of California.

In all of the decisions the judges held that conditional contracts upon a time basis are distinctly contracts of sale upon a time selling price and have none of the characteristics of a loan or forbearance of money within the meaning of the usury law. These decisions hold that any one selling personal property can have a cash price and also can have a time selling price, which is considerably higher than the cash sales price. In fact, there is no limit from a legal standpoint as to the amount that can be added by the automobile dealer, if desired upon a time sales basis.

In arguing these cases the attorneys for the automobile dealers pointed out that while such is true from a legal standpoint, nevertheless there had been a very marked tendency to reduce all such financing costs and that already such had been reduced to an almost unbelievably low figure.

There has been in the past contention by some people that a conditional sales contract was subject to the usury laws. These decisions will be welcomed by automobile dealers in this state in that the same operates to completely relieve their contracts from any such doubt which may have existed in the minds of purchasers and which definitely determine that such contracts are not subject in any way to the consideration of usury.

XMAS DISPLAY BURNED
Cleveland, Dec. 22.—Christmas sales plans of E. R. Parker, retail sales director of the Studebaker Corporation, Ohio Studebaker distributor here, were given a setback when fire destroyed the holiday sales display in the showroom.

Germany Seen Profitable Field for American Tires

Special from A. D. N. Washington Bureau

WASHINGTON, Dec. 22.—Prospects for profitable marketing of American tires in Germany next spring appear bright, Consul Maynard B. Barnes at Berlin today advised the Department of Commerce.

The German import license system having been terminated, and a new provisional tariff put into effect, together with the most favored nation clause in the American-German treaty, the duty on American tires has been considerably reduced, as follows:

	Old rate	New rate
Inner tubes.....	240 marks	145 marks
Casings.....	360 marks	125 marks
Solid tires.....	360 marks	180 marks

The large German operators of motor trucks and motor buses, Consul Barnes points out, "undoubtedly will be interested in the spring in equipping their fleets with American tires." He declares American tires are generally recognized as superior to any other tires.

"The removal of the import restrictions on authorities," says Barnes's report, "and the measure now taken by American manufacturers to stimulate sales by financing installment plans, should greatly increase the number of American cars which will react to the advantage of the American tire manufacturers."

"So far as this consulate is able to ascertain, only one American tire company has as yet given a general agency for all of Germany. It is believed, however, that better results will attend the granting of an agency for all of Germany to one firm than will obtain if selling rights are granted numerous concerns throughout the country."

Consul Barnes calls attention to the money stringency still existing in Germany and warns American exporters to exercise considerable precaution before granting credit terms.

Oregon's Motor Registration High

Portland, Ore., Dec. 22 (U. T. P. S.).—Motor vehicle registrations in the state of Oregon totaled 214,849 machines December 1, according to a report just released by Sam A. Kozer, secretary of state.

The registrations were divided as follows: Passenger cars, 190,349; commercial cars of less than one ton capacity, 6,575; trucks, 16,187; stages, 951; ambulances and hearses, 78; trailers, 709; motorcycles, 2,538.

The total amount received in fees for the various registrations and licenses totals \$5,349,465.36.

VICKERS LTD. UNDERGOES RECONSTRUCTION

Liverpool, Dec. 22.—The world reduction in armaments, the home production of armaments by foreign countries, depression in trade, depreciation in foreign exchanges, the decline in shipbuilding, foreign competition in world markets, and financial stringency and political interest in Europe are stated to be the contributory causes of a loss of \$62,000,000 to the great com-

50% OF AUTOS TO BE EXPORTED

**Jordan Sees Foreign
Markets as Safety
Valve for U. S.**

CLEVELAND, Dec. 22.—"Ultimately 50 per cent. of the automobiles manufactured in the United States will be exported."

This is the belief of Edward S. Jordan, president of the Jordan Motor Car Company, Cleveland.

Foreign markets will constitute the "safety valve" of the automobile manufacturing business in the United States, Mr. Jordan declared in a speech before the Cleveland Bond Club.

"There is an endless market abroad," Mr. Jordan continued, "and the absorption there of surplus stocks in this country is a major factor in the tremendous growth of the automotive industry here."

"Truck manufacture, too, has a bright outlook. Railroads, formerly foes of the auto truck, are now buying them in large numbers to handle their short haul business."

Mr. Jordan also declared he believed that automobile prices will hold firm, despite the reduction in the excise tax, largely because of the increase in tire prices and the impending increase in the cost of steel.

Mr. Jordan declared further that the tremendous growth in the use of automobiles would result in an evolution in American streets, which would ultimately relegate the present main arteries to "back streets," and result in the development of new broad, through boulevards built especially to meet the needs of motor car transportation.

"The big business arteries of the future will be great, wide boulevards along our main waterways and along the cross-continent thoroughfares where traffic can be moved at the lowest cost per ton mile," he said.

"This development in the use of the motor car makes it certain that the industry will never reach the saturation point, because there is no such point. As motors are developed, there will be no revolutionary changes in motor car engineering, but there will be constant improvement and refinement."

Commercial undertaking of Vickers, Limited, which controls Wolseley Motors, whose directors on December 9, recommended the shareholders to write down their capital of \$132,500,000.

Sees 4,000,000 Autos as U. S. Production in 1926

(Continued from Page 1)

should be. These companies have been very successful thus far, but with a rise in interest rates, soon to come, I fear difficulty is going to be encountered.

"The boom business in the automotive field during the passing year may be attributed in no small way to the marked improvements in car design which the manufacturers announced little more than a year ago. These improvements included the closed car at a comparatively cheap

price, balloon tires and four-wheel brakes. Announcement of these had an immediate effect on thousands of car owners.

"It made them dissatisfied with their perfectly good open cars which had no four-wheel brakes or balloon tires, and thousands hastened to their dealers for a trade proposition. This year's improvements aren't going to be nearly so sweeping, and without them the car maker isn't going to be able to make and market as many cars as are now contemplated."

With the Associations

St. Paul, Minn., Dec. 22.—More hearty co-operation between motor truck owners of Minnesota and South Dakota was pledged at a meeting last week at Sioux Falls, S. D., at which J. C. Van Hul, St. Paul, secretary of the Minnesota Commercial Truck Owners Association, spoke. The subject of his address was "the urgent need of state and nationwide co-operation between truck owners." The association is devoted to the combating of alleged excessive state regulation and taxation of commercial motor vehicles.

ELECT OFFICERS

St. Louis, Dec. 22.—Officers of the Associated Automobile Service Companies of St. Louis have been elected as follows: President, Al Jaggeman, Atlas Auto Repair Company; first vice president, Walter L. Hawn, Hawn Auto Service Company; second vice-president, Paul Gebhardt, Gebhardt Auto Repair Company; secretary, Louis J. Wissler, Monarch Garage; treasurer, Harry K. Hotze, South Side Garage Company.

PRESENT WATCH

San Francisco, Dec. 22.—The San Francisco Automobile Trade Association at a recent dinner meeting presented Roy L. Juarez, chairman of the committee, a beautiful imported Swiss watch in appreciation of his efforts in securing the reduction of the city license tax, a saving of many thousands of dollars to the motor industry.

RANNEY TO SPEAK

Minneapolis, Dec. 22.—George A. Ranney, vice-president of the International Harvester Company, will be one of the main speakers at the annual convention of the Minneapolis Implement dealers in Minneapolis, January 12, 13 and 14. Other speakers will be Tom Witten, Trenton, Mo.; C. D. Gustafson, Thief River Falls; E. P. Lynch, Faribault; R. L. Given, Bemidji, and Prof. William Boss, University of Minnesota Farm.

HOLD ANNUAL FROLIC

Philadelphia, Pa., Dec. 22 (U. T. P. S.).—The Service Managers' Association's annual holiday frolic, held in the rooms of the Philadelphia Automobile Trade Association, broke the record for attendance, enthusiasm and fun. Upward of 200 members and guests were present.

ELECT PRESIDENT

Portland, Ore., Dec. 22.—John A. Crittenden, retail sales manager for the Portland branch of the Willys-Overland Pacific Company, was elected president of the Automobile Dealers' Association of Portland for the year 1926 at the annual meeting held in the Benson Hotel recently. H. C. Berg of Packard Service and Sales, Inc., was chosen vice-president and Ralph J. Staehli was re-elected secretary-treasurer.

OFFICERS ELECTED

Santa Monica, Cal., Dec. 22.—Robert Vincent, Buick dealer, was elected president of the Bay Cities Automobile Trades Association for the coming year at a recent meeting held at the Elks clubhouse. Other officers elected were Robert Curry, Dodge dealer, vice-president, and F. W. Shapleigh, secretary.

ADMIT NEW MEMBERS

Trenton, N. J., Dec. 22.—At a meeting of the Trenton Automobile Trade Association the W. A. Smith Motor Company and the Paige-Jewett, Inc., were admitted to membership.

CHANGE NAME

Racine, Wis., Dec. 22.—The Racine Automobile Dealers' Association has changed its name to the Racine Automotive Merchants' Association and incorporation papers are being filed with the secretary of state. The association is planning to stage an elaborate

automobile show some time during the month of February.

STOCKELL RE-ELECTED

Nashville, Tenn., Dec. 22.—W. Frank Stockell of the Stockell-Brannan Motor Car Company, Cadillac distributor, was re-elected president of the Nashville Automobile Trade Association at a recent meeting here. The association also decided to have an automobile show January 18 to 28, inclusive. The show committee is composed of Allen Parkes, chairman; Jas. S. Frazer; Paul Stumb, Jr.; Samuel Keith and A. W. Lewis.

ESTABLISH SERVICE

Santa Ana, Cal., Dec. 22.—The Orange County Automobile Trades Association has introduced a novel method of keeping its members informed as to current purchase and sales prices of used cars, according to a statement made by H. A. Schugart, Santa Ana Franklin dealer and president of the association. Each week at the association meetings, according to Schugart, members will report the number of used cars purchased by them, on trade-ins and otherwise, the cost of the cars and the sales prices received in used car sales.

GARDINER ELECTED

Olympia, Wash., Dec. 22.—Don Gardiner, president of the Gardiner Chevrolet Company, has been elected president of the Automotive Trades Association of Auburn, Wash. Other officers named by the association include F. E. Sires of the Sires Service Station, vice-president, and E. F. Schuyler, secretary and treasurer.

MEETING WELL ATTENDED

Waco, Tex., Dec. 22.—More than 100 automobile dealers, accessory distributors, garage men, and private car owners gathered here last week to hear an address from A. S. Johnson, head engineer of the Southern District of the Cacuum Oil Company, on "Lubrication and Care of the Automobile Engine."

LOCATE IN AKRON

Akron, O., Dec. 22.—Through the efforts of Oscar L. Haymond, formerly connected with the Cleveland Automobile Club and more recently with the Akron Club, the Ohio state offices for Highway Service Inc., has been located in Akron rather than in Columbus.

Highway Emergency Service, originated in Harrisburg, Pa., offers a system of telephones a mile apart on main highways and also on secondary highways. Haymond has been appointed Ohio state manager for the company.

The organization now has approximately 4,000 miles of state highway in New Jersey, New York and Pennsylvania with good telephone service.

PRESIDENT ELECTED

Uniontown, Pa., Dec. 22.—George P. Hoover, head of the Reisinger Motor Company, is new president of the Uniontown Automotive Dealers' Association. W. H. Craft is vice-president and Donald P. Beamer was re-elected secretary-treasurer.

ATTEND DIRECTORS' MEETING

Trenton, N. J., Dec. 22.—Representatives from all parts of New Jersey attended the meeting of the board of directors of the New Jersey Automotive Trade Association held at the Carteret Club here recently. Everett Cox of Jersey City presided as president. John L. Brock of the Brock Motor Company was the Trenton representative.

RUMOR OF SHOW

Grand Forks, N. D., Dec. 22.—Although no official action has been taken by the Grand Forks Automobile Dealers' Association, informal talk has already been started for an automobile show here, either in the last part of January or the first of February. Definite plans are expected to be formulated within a short time.

LATIN AMERICA BUILDING ROADS

Will Open Field for American Cars in Many Countries

Special from A. D. N. Washington Bureau

Washington, Dec. 22.—Latin America is making marked progress in the building of highways, which will open up an extensive field for American automobiles in many countries, it was indicated today in a survey made by foreign agents of the Department of Commerce. There are now 43,762 miles of good highways in use in the Caribbean countries.

With the increase in the importation of American automobiles, their owners are clamoring for more and better highways, and as a result of the formation of the Pan-American Confederation for Highway Education, there has begun a systematic highway improvement, it is reported.

In Mexico an American firm has been awarded a \$3,000,000 contract for the building of a main highway system through from Laredo, Tex., to Puebla, via Mexico City. A bus line already has been placed in operation between the capital and Puebla with light American buses making two trips daily.

The National Assembly of Salvador has passed a law creating a highway board for each department of the country. An American firm has been awarded a contract for street paving in San Salvador, to cost about \$1,239,750. The same company will build 800 miles of roads at a cost of \$12,000,000. Salvador already is reputed to have the best roads in Latin America.

In Guatemala an American firm has been awarded a contract for a survey for street paving, which will cost \$20,000 to \$30,000. Work is progressing in Panama on a system of highways connecting

Iowa to Have Eight Roads Across State

Des Moines, Iowa, Dec. 22.—A road-building program for 1926, 1927 and 1928, involving the expenditure of more than \$27,000,000, which will give Iowa eight roads east and west across the state, and five north and south, completely graded, drained, bridged and graveled, was approved here today by Governor Hammill after a conference with members of the State Highway Commission.

ENGLAND MAY CUT TAX ON AUTOMOBILE

London, Dec. 22 (U. T. P. S.).—All revenue derived from the taxation of automotive vehicles constitutes a road fund devoted to upkeep and construction of roads. It is rumored that the government considers more money is being spent on roads than the country can afford and that automobile taxation in its present form may probably be reduced next May, thus reducing the amount available for the roads. However, an equivalent luxury tax would be levied on automobiles and the sum thus obtained would be devoted to general government purposes.

all principal ports and cities in the republic outside the Canal Zone. The great need, it is explained, is for construction of bridges over the canal.

Bids soon will be called for in the United States for about 40,000,000 granite blocks for street paving in the city of Havana, and Havana province, Cuba.

A contract for construction of the Puerto Plata-Santiago highway, forty miles long, has been given to an American resident in La Vega, Dominican Republic. The government began the road last year and did about 30 per cent. of the work. The contractor must complete it in eighteen months.

Road Contractors Meet at Chicago

Chicago, Dec. 22.—An overflow meeting marked the nineteenth annual convention of the Illinois Association of Highway and Municipal Contractors at the La Salle Hotel. Close co-operation with the State Highway Department in the building campaign involved in the completion of the state's new \$100,000,000 bond issue pavements was pledged.

Frank T. Sheets, chief engineer in charge of the Illinois Highway Department, was the chief speaker. He outlined some of the problems that the department is meeting in securing rights of way and locating the new roads, and asked the contractors to bring their own problems and difficulties directly to the department for mutual action. He promised that state highway officials will avoid all possible arbitrary measures in putting through the new pavements, and declared that no minor technical matters will be allowed to delay road building in the future.

All new state pavements, he declared, must be 6 inches in depth, at a minimum, and indicated that the department will take into consideration the fact that to care for contraction and expansion the contractor must add an extra half inch when he pours concrete.

The convention ended with a banquet Thursday evening, December 17.

OHIO AND WEST VA. REACH AGREEMENT

Charleston, W. Va., Dec. 22.—Representatives of West Virginia and Ohio have reached a full understanding on the matter of establishing reciprocal agreements for operation of motor vehicles across the state line, but Indiana and Ohio conferees are as far apart on the question as they have been for the last two years.

for Economical Transportation



At this best of all seasons
in this best of all Chevrolet
years the Chevrolet
Motor Company wishes
you a warm hearth, a full
table and a very Merry
Christmas.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring \$525

Roadster 525

Coupe \$675

Coach 695

Sedan 775

Commercial
Chassis \$425

Express
Truck Chassis.. 550

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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WEDNESDAY, DECEMBER 23, 1925

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Labor Futures

ONE of the fundamentals upon which rests the progress of any industry is a sufficient supply of skilled labor. In the automotive business this problem is even more pressing than in other lines of manufacturing, because in addition to labor for the manufacturing plants there must be ample skilled labor for the service end of the business.

It has been estimated that the labor turnover in the service department of the automotive industry is 100,000 men a year. This means that the industry must find that number of new mechanics who are competent in repairing cars each year. So serious is the situation that the National Automobile Chamber of Commerce and other industrial bodies have taken up the work of insuring an adequate supply of mechanical labor.

Out in Cleveland the dealers' association, an extremely live organization, has enlisted the aid of the public schools in helping to solve the local labor problem for their service departments. Hereafter, Cleveland's junior high schools will offer a three-year course in automobile mechanics. Boys will be carefully selected for the course on the basis of general intelligence and mechanical bent.

The entire first year of the course will be spent in the schools, with three hours' work in the morning in shops assembled in the schools. In the afternoon there will be courses in the theoretical side of automotive mechanics, including English, blueprint reading and shop sketching.

During the second year the boys will spend half the time in the schools and half in service stations, and the third year will be spent entirely in the service station getting practical experience.

The idea is admirable and there is no reason why it cannot be applied in other cities.

The Merger That Didn't Jell

THERE seems to have been a little misapprehension as to the exact action of the Automotive Equipment Association regarding the proposed merger with the Motor and Accessory Manufacturers' Association. William M. Webster, commissioner of the A. E. A., calls our attention to just what did happen at his organization's meeting in Chicago. The committee appointed by the A. E. A. to consider the proposed merger reported to the association and asked that it "place in the hands of the board of directors complete authority to consummate the consolidation, providing and after it is accepted by the M. and A. M. A., at its January meeting."

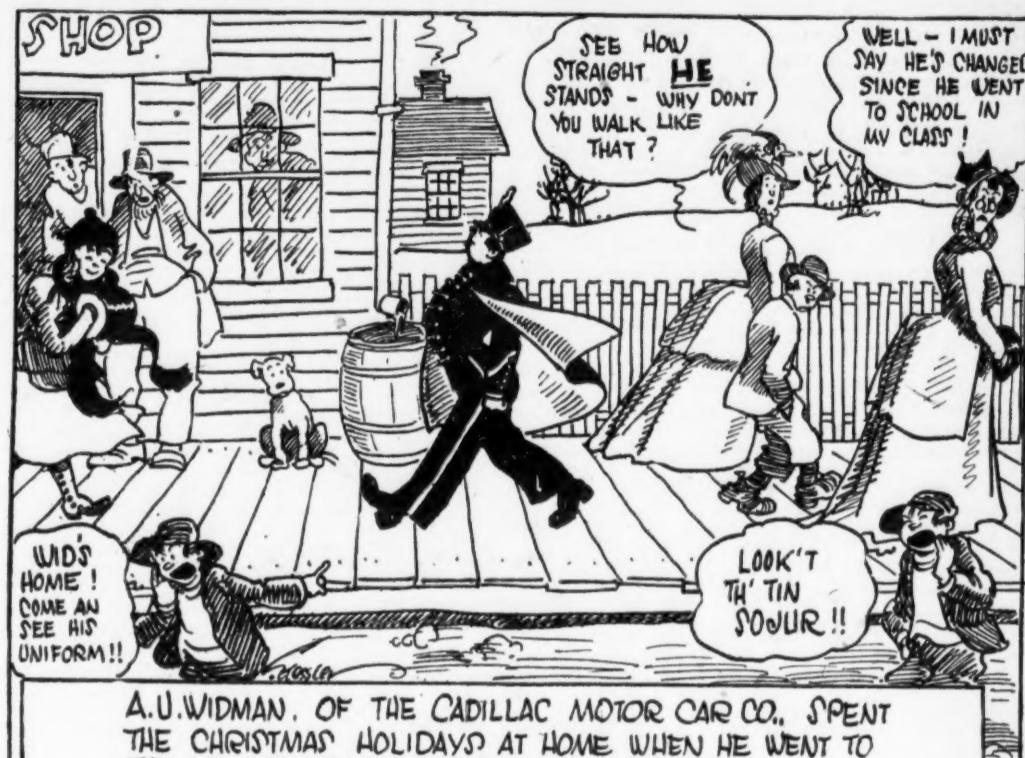
The association voted to grant authority to the board of directors as requested by the committee on the further provision, submitted by Commissioner Webster, that the committee representing the A. E. A. in the merger matter be unanimous in whatever its report to the directorate might be.

"I think it altogether fair to say," continues Commissioner Webster, "that there has been no undue anxiety manifested upon the part of either association in bringing about this merger, but rather, all parties having a part in the negotiations thus far were actuated purely with a view of doing that which would be of a great and lasting benefit to the industry as a whole and in keeping with the suggestions of Secretary Hoover and the Department at Washington in avoiding duplication of effort wherever possible."

The Automotive Daily News is glad to print Commissioner Webster's suggestions in fairness to him and to the two great associations which had considered joining hands and then decided not to, believing that their separate existence would better serve the industry in behalf of which they have done such splendid service.

Our Own Automotive Family Album— The Boyhood Days of Our Industry's Leaders

By Kessler



A.U. WIDMAN, OF THE CADILLAC MOTOR CAR CO., SPENT THE CHRISTMAS HOLIDAYS AT HOME WHEN HE WENT TO THE KENYON MILITARY ACADEMY AT GAMBIER, OHIO.

Show Salesmanship

By Ralph Schrenkisen

MOST SALES DEPEND UPON SALESMEN

No dealer who is attempting to build up a successful business of merchandising new automobiles, regardless of their price or class, would think for one moment of allowing the interior or the exterior of his showroom to become worn or untidy in appearance.

Nor would he permit his various models to be put upon display with a noticeable layer of dust covering them, or with one or more tires so deflated as to give the car an unattractive appearance.

The average prospect is subconsciously governed to a great degree by appearances.

A salesroom that is well kept and inviting in appearance will place the prospect in a receptive frame of mind, which will be of marked assistance to the salesman in his effort to get the order. Sample models that are kept bright and gleaming will tempt the prospect far more than all the words a salesman can utter.

And what is true of the salesroom and the cars is also true of the salesmen. Their appearance and their behavior should be such that they will invite prospects to talk to them.

It is well to point this out to the men, particularly at show time, because they cannot help but become physically tired at some time during its duration, and unless they are warned not to give in to the temptation, it may be found that they will relax to an extent that will prove harmful to the dealer's volume.

Many attractive displays have been spoiled because a tired salesman has yielded to his fatigue and draped himself over the fender of the nearest car.

And, depending upon the hour of the day or the day of the week, they sometimes become so used to the posture that they neglect to arouse themselves from it, even

while they are talking to a prospect.

Nothing creates adverse opinion more quickly than does lack of attention to the prospect. When the average man has saved or earned enough money to buy an automobile he is possessed with a feeling of importance which forbids neglect.

The least inattention on the part of the salesman will find its reaction in the prospect and from that moment on the sale will be affected.

During his periodical sales meetings it will be well for the sales manager to point out to his force the important part that their deportment plays in the

success of the dealer's show program.

It should be impressed upon them that it is but one week out of the entire fifty-two that they are called upon to endure the long hours and the hard work that are necessary, and that, for their own good as well as the dealer's, they will be required to do it without lagging in either appearance or sales approach.

It is well for the dealer not to attempt to discount the effort that the salesmen must put forth. It is true that it is an exceptionally hard week for them, and one in which the temptation to relax is stronger than at any other time of the year.

Coming Automotive Events

DECEMBER

29—San Francisco, Cal. Meeting of the Society of Automotive Engineers of Northern California, Engineers Club.

JANUARY

- 9-16—New York City, National Automobile Show.
- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11—New York City, National Automobile Dealers Association, third annual convention of the Atlantic Coast district.
- 11—New York City, National Automobile Chamber of Commerce, motor truck convention.
- 11-13—New York City, Second World Motor Congress for Foreign Automotive Officials.
- 11-16—Chicago, American Road Builders' Association Annual Convention.
- 14—New York City, Society of Automotive Engineers, annual dinner. Hotel Astor.
- 21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia, Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 18-23—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall Show.
- 18-23—Elmira, N. Y. Elmira Automobile Dealers Association, Sixteenth Annual Auto Show.
- 19-21—Buffalo, N. Y. American Petroleum Institute, winter sectional meeting.
- 19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 20-22—Scranton, Pa. Commercial Car Show.
- 21-22—Detroit, Mich. Michigan Independent Oil Men's Association.
- 21-22—Los Angeles, Calif. American Society for Steel Treating, sixth annual meeting.
- 23-30—Montreal, Canada. Annual Motor Show.
- 23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
- 25-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 26—American Road Builders' Association. Good Roads Week.
- 26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27—Detroit, Michigan Highway Association.
- 27—Detroit, Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb. 6—Chicago, Eleventh Annual Chicago Automobile Show.
- 30-Feb. 6—Washington, D. C. Automobile Show.
- 30-Feb. 6—San Francisco, Cal. Tenth Annual Pacific Automobile Show.
- 30-Feb. 6—Chicago, Eleventh Annual Automobile Show, Hotel Drake.
- 31-Feb. 6—Chicago, National Auto Show.

FEBRUARY

- 2-6—Denver, Colo. Denver Automobile Dealers' Association, annual show.
- 2-6—Atlantic City, N. J. Atlantic City Auto Dealers' Association, annual show.
- 3-6—Springfield, Ill. Seventh Annual Show.
- 3-6—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 3-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
- 6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association. Northwestern automobile show.

Dodge Earnings in 1925 Put at \$30,000,000

NEW HIGH MARK SET IN PROFITS AND CARS SOLD

Net for Year Equivalent
To \$7.04 a Share on
The Common Stock

NEW YORK, Dec. 22.—Earnings of Dodge Brothers, Inc., in 1925 are estimated at \$30,000,000 before Federal taxes, a new high record, comparing with \$19,965,440 in 1924 and \$24,194,352 in 1919, the previous record year.

This would leave, after interest charges, Federal taxes and preference dividends, about \$17,150,000, equal to \$7.04 a share on the 2,434,524 shares of common issued on the conversion of \$15,000,000 of debentures effected during the year.

Had capital remained as originally constituted, namely \$75,000,000 of debentures, \$850,000 preference shares and 2,000,000 shares of common, the per share earnings on the basis of the same net profits before taxes would have equaled \$8.18 on the common. Obvious advantages accrue to the common, however, from conversion of the debentures, the principal one being a saving in fixed interest charges of \$900,000 annually. As further conversions are made, the equity of both the preference and common, which have been issued against earnings, will tend to increase.

Sales volume this year is estimated to exceed \$215,000,000, with total shipments around 250,000 cars and trucks. This volume will compare with sales of \$120,970,810 and 121,010 units when the previous earnings record was established.

The following table shows the company's growth since 1919 with 1925 figures estimated:

	Cars sold	Sales	Net before taxes
1925...	250,000	\$215,000,000	\$30,000,000
1924...	222,236	191,652,446	19,965,440
1923...	179,505	141,332,685	11,590,537
1922...	164,037	130,625,773	19,054,098
1921...	92,476	83,666,284	2,801,370
1920...	145,389	161,902,512	18,601,780
1919...	121,010	120,970,810	24,194,352

There are several factors on which the new interests in the company are basing predictions of greater growth than the past, says Dow, Jones & Co. They point out development has been extremely conservative owing to the handicaps imposed on the trustee control since the death of the founders and pioneers, John F. and Horace E. Dodge, in 1919. Freedom from this restraint has already been manifested in plans carried out the past year.

Planning Expansion

The company has increased its plant capacity 25 per cent. by the expenditure of \$8,000,000, which gives it an estimated annual capacity more than double any output attained in the past. It has acquired control of Graham Bros., which will consolidate its position as a quantity producer of low-priced commercial vehicles and buses, with larger profits from this business, formerly handled under a contractual arrangement. The expected increase in earnings from this line is figuring prominently in Dodge's 1926 calculations, and \$2,000,000 is being expended for increasing its capacity in this field. The commercial vehicle production has run 50 per cent. ahead of last year, and constitutes about 21 per cent. of the company's total output.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Change
15%	9 1/2	...		Ajax Rubber	500	10 1/2	10 1/2	- 1/2
97 1/2	71 1/2	6		Allis-Chalmers	800	94	93	- 1 1/2
109	103 1/2	7		Allis-Chalmers pf	100	108	108	- 1/2
54 1/2	26 1/2	...		Am. Bosch Magneto	600	32	31 1/2	- 1/2
20	11 1/2	1		Am.-La France	400	15 1/2	15 1/2	- 1/2
52	27 1/2	3		Briggs Mfg. Co.	800	31 1/2	31 1/2	- 1/2
258	108 1/2	...		Chandler Motor	160	45 1/2	45 1/2	- 1/2
16 1/2	8 1/2	.50		Chrysler Corp.	41,700	192	183 1/2	184 1/2
48 1/2	21 1/2	...		Continental Motors	1,500	12	11 1/2	+ 1/2
125	60 1/2	5		Dodge Bros. A.	10,800	41 1/2	40 1/2	- 1/2
28%	10 1/2	...		Dodge Bros. pf.	700	87 1/2	87 1/2	- 1/2
52 1/2	7 1/2	7		Eaton Axle & Spring	1,100	27 1/2	27 1/2	- 1/2
80	60 1/2	6		Electric Stor. Battery	500	74 1/2	74	- 1/2
5 1/2	1 1/2	...		Emerson-Brant	500	3 1/2	3 1/2	- 1/2
125	60 1/2	5		Fisher Body	1,200	93 1/2	96	- 1/2
28%	10 1/2	...		Fisk Rubber	6,000	21 1/2	21 1/2	- 1/2
116 1/2	75 1/2	7		Fisk Rubber 1st pf.	1,200	112 1/2	112	- 1/2
39 1/2	25 1/2	3 1/2		Gabriel Snubber	200	35 1/2	35 1/2	+ 1/2
16 1/2	4 1/2	...		Gardner Motor	600	7 1/2	7 1/2	- 1/2
149 1/2	64 1/2	12		General Motors	8,900	114 1/2	111 1/2	- 1/2
26 1/2	12 1/2	...		Glidden Co.	2,500	25	24 1/2	+ 1/2
74 1/2	26 1/2	4		Goodrich	5,400	62	60 1/2	- 1/2
114 1/2	86 1/2	7		Goodyear T. & R. pf.	1,000	104	104	- 1/2
49 1/2	30	3.50		Hayes Wheel	400	44 1/2	44	- 1/2
129 1/2	33 1/2	3		Hudson Motor Car.	43,200	105 1/2	102 1/2	+ 1/2
31	14 1/2	1		Hupp Motor Car.	3,200	26	26	- 1/2
65	35 1/2	3		Jordan Motor Car.	1,100	45	44 1/2	- 1/2
21 1/2	12 1/2	...		Kelly-Springfield	800	18 1/2	17 1/2	- 1/2
72	43	...		Kelly-Springfield 6s pf.	100	69 1/2	69 1/2	- 1/2
124	87	6		Kelsey Wheel	900	119 1/2	116	+ 3 1/2
3 1/2	1 1/2	...		Keystone T. & R.	200	2	2	- 1/2
242	117	6		Mack Trucks	1,300	21 1/2	21 1/2	+ 1/2
113	104	7		Mack Trucks 1st pf.	100	110	110	- 1/2
32 1/2	10 1/2	1		Marlin Rockwell	300	22 1/2	22 1/2	- 1/2
42	22 1/2	3		Moor Motors	1,000	34 1/2	34	- 1/2
35	18	2.30		Morgan Wires Corp.	500	30 1/2	30 1/2	- 1/2
87	80 1/2	8		Murphy Body pf.	300	89 1/2	89 1/2	+ 1/2
42 1/2	15 1/2	...		Murray Body	8,500	17 1/2	17 1/2	- 1/2
48 1/2	19 1/2	...		Nash Motors	100	45 1/2	45 1/2	- 1/2
49 1/2	15	2		Packard Motor Car.	2,400	39	38 1/2	- 1/2
23	17 1/2	1.80		Paige-Detroit Motor	800	26	25 1/2	- 1/2
47 1/2	10 1/2	...		Pierce-Arrow Motor	6,600	35	33 1/2	- 1/2
18	8	...		Reynolds Spring	200	9 1/2	9 1/2	- 1/2
36 1/2	15 1/2	...		Spicer Mfg. Co.	600	26 1/2	26 1/2	- 1/2
96 1/2	55	6		Stewart-Warner Speed.	16,200	95	91 1/2	- 2 1/2
89 1/2	61	6		Stromberg Carburetor.	100	78 1/2	78 1/2	- 1/2
68 1/2	41 1/2	6		Studebaker Co.	2,900	56 1/2	55 1/2	- 1/2
59 1/2	37 1/2	4		Timken Roller Bear.	2,700	54 1/2	53 1/2	- 1/2
97 1/2	83 1/2	...		U. S. Rubber	43,100	80 1/2	76 1/2	- 4 1/2
108 1/2	92 1/2	8		U. S. Rubber 1st pf.	600	106 1/2	106	- 1/2
104 1/2	57 1/2	4		White Motors	6,700	81 1/2	79 1/2	- 1 1/2
34 1/2	9 1/2	...		Willys-Overland	7,300	26	25 1/2	- 1/2
123 1/2	72 1/2	7		Willys-Overland pf.	400	120 1/2	119 1/2	- 12 1/2
48 1/2	22 1/2	.75		Yellow C. & T. B.	2,400	27 1/2	27	- 1/2

NEW YORK CURR MARKET

...	...	Aero Supply B.	200	14 1/2	14 1/2	14 1/2	+ 1/2
...	...	Checker Cab A.	100	10	10	10	- 1
...	...	Chrysler Corp. w. i.	15,200	45 1/2	45 1/2	46 1/2	+ 1/2
...	...	Cleveland Motor	1,500	30	29 1/2	29 1/2	- 1/2
...	...	Durant Motors	4,800	12 1/2	11 1/2	12 1/2	- 1/2
...	...	Electric Auto-Lite	500	72	72	72	- 1/2
...	...	Federal Motor Truck.	200	37	36 1/2	37	- 1/2
...	...	Firestone T. & R. pf.	10	99	99	99	- 1/2
...	...	Ford Motor of Canada	20	62 1/2	62 1/2	62 1/2	+ 1/2
...	...	Forhan A.	400	18 1/2	18 1/2	18 1/2	- 1/2
...	...	Franklin Mfg. Co.	1,000	32 1/2	32 1/2	32 1/2	- 1/2
...	...	Goeser T. & R.	1,500	38 1/2	37 1/2	37 1/2	- 1/2
...	...	Hood Rubber	100	66 1/2	66 1/2	66 1/2	- 1/2
...	...	Intercon. Rubber	800	14 1/2	14 1/2	14 1/2	- 1/2
...	...	Miller Rubber new.	900	39 1/2	38	38	- 1/2
...	...	Republic M. Truck ctis	500	9	8 1/2	9	- 1/2
...	...	Rickenbacker Motor	4,300	7 1/2	7 1/2	7 1/2	- 1/2
...	...	Standard Tank Car.	100	10 1/2	10 1/2	10 1/2	- 1/2
...	...	Stutz Motor Car.	2,100	29 1/2	28 1/2	28 1/2	+ 1/2
...	...	U. S. Rubber Recl.	600	14 1/2	14 1/2	15	- 1/2
...	...	Yellow Taxi, New York	1,000	11	10 1/2	11	+ 1/2</

PLANE SETS NEW WEIGHT RECORD

Flint, Mich., Dec. 22.—Details of a series of epoch-making airplane flights in France have been received at the offices of the AC Spark Plug Company here.

Earlier reports, in cable messages to American newspapers, mentioned only that "weight and altitude records" had been established by the French ace, Bossoutrot, but did not give the conditions under which the astonishing performances had been recorded.

"M. Bossoutrot's records are of importance to American aero and automotive engineers because they forecast a new era in transportation," says B. de Guichard, general manager of the AC Spark Plug Company. "It is interesting to note, too, that he relied upon American equipment for this record-breaking flight. He used AC spark plugs to fire his four 500-horsepower motors.

"His Farman 'Goliath' plane ascended with a cargo weighing 12,200 pounds—more than six and a half tons, and attained an altitude of 3,500 meters and a speed of 111.82 miles per hour. He remained in the air with this load for an hour and a quarter. He 'took off' in less than 400 feet."

SUIT DISMISSED

Jefferson City, Mo., Dec. 22.—The anti-trust ouster suit begun in 1924 against the Standard Oil Company of Indiana in the Missouri Supreme Court has been dismissed on motion of Attorney General Gentry. Immediately a new suit, with the alternative of a fine instead of ouster, was filed in event the company is adjudged guilty, as charged, of restraint of trade.

2,000 Entertained By Sleeve Valve

Sioux City, Ia., Dec. 22.—The Supreme Court has reversed the District Court ruling in the matter of the municipality's right to sell advertising space on traffic signals and decreed that the city has the right to sell that space if it desires. Several traffic guides were recently installed under contract with the manufacturer by which the latter agreed to place the standards and maintain them, receiving in return the exclusive rights to advertising spaces thereon, which was sold to a department store. The Lytle Investment Company sought injunction on the ground that the city had no right to rent out advertising space on city property, and the District Court sustained the petition.

Prizes were awarded for the most original and appropriate presents. An orchestra furnished music for dancing afterward, and at the conclusion, a radio, electric sweeper and chest of silver were presented.

ELIMINATES GLARE

Elgin, Ill., Dec. 22.—William Rundquist, 282 Villa St., has been granted a patent upon a specially treated glass lens for automobile and street car headlights. The glass is treated in such a manner that light rays penetrate through it without a dazzle or glare and dimmers are unnecessary.

Explains Simplicity of New Rickenbacker Engine

Special from A. D. N. Detroit Bureau

DETROIT, Dec. 22.—Glenn D. Angle, who is associated with Capt. Eddie Rickenbacker in the manufacture of an airplane engine that will bear the name of the American ace, talked to members of the Detroit Flying Club at the Union League Club Monday evening, giving a description of the engine.

This 5-cylinder engine is the product of the first company organized in America for the commercial manufacture of airplane engines. Pictures and preliminary description of this motor were carried in previous issues of the Automotive Daily News. It is one of the smallest and lightest made, since experiments by those interested in its quantity production have convinced them that the smaller, lighter engine, in multiples, is the logical power plant for flying, the speaker explained.

In taking off, all three engines may be used; for flying, the two outboard engines furnish ample power and speed; in the event of a breakdown on the part of even two engines—something unlikely—the flyer has still one engine left, and it develops ample power for a long glide to a safe landing. Three engines are generally believed to represent about 100 per cent. safety in the air.

The Rickenbacker type engine, as shown, has five cylinders, set radially about the main shaft. It has a 4-inch bore and 3½ inch stroke, with a displacement of 220 cu. in. It weighs 175 lbs., and its makers guarantee the development of from 55 h. p. to 75 h. p., with the engine turning over from 1,600 r. p. m. to 2,400 r. p. m.

Cylinders and cooling fins, of the circumferential type, are cast individually, and single inlet and exhaust valves are placed directly in the spherical-shaped combustion head, Mr. Angle declared. Their axes are inclined to the axis of the cylinder, to provide the best possible cooling conditions. Two spark-plugs are provided for each cylinder.

Valves are operated through push-rods by rockers supported on the valve port flanges. The flanges, with rocker-arms attached, may be removed as a unit. Valve tappet clearances are adjustable at the outer ends of the duralumin push-rods.

The crankcase is a simple, barrel-shaped aluminum casting containing a cored passage serving as an inlet manifold. Directly back of each cylinder there is attached to the crankcase a flange with a pipe leading to the inlet valve of that particular cylinder. The crankcase has one transverse wall, containing a boss for supporting the rear crankshaft bearing.

To the rear of this wall are the radially disposed bosses receiving the guides for the cam followers, as well as bosses for the engine support studs and a studded flange for supporting the gear case. Forward from the transverse wall are the flanges and openings for attaching the cylinders, besides the carburetor flange and oil drain connection located on the bottom.

In assembly, crankshaft and connecting rods are inserted as a unit, Mr. Angle said. Hence their counterweights may be fitted before final assembly, with resultant saving of time. The crankshaft has a single throw, with counterweight attached at each side; it weighs only slightly over 10 pounds, and is supported on two ball bearings.

Connecting rods are of the articulated type. The master rod and cap are held together by four bolts that also locate and secure the pins supporting the inner ends of the linked rods.

Pistons are of aluminum alloy castings, provided with cooling ribs underneath the head. There are three rings to each piston, the lower one serving as an oil scraper.

The gear case may be removed and replaced without affecting the



Chief of the Sixes

To the Automobile Dealers of America

OUR next announcement will reveal the name and other vital facts concerning the new General Motors Six—an entirely new automobile of tremendously broad appeal.

Subsequently the car itself will be displayed at the principal automobile shows.

This newest member of a famous family will be the fruit of the resources, engineering skill and manufacturing experience gained by General Motors in more than seventeen years of leadership.

It will combine elements of appearance, performance, and engineering design which will win for it immediate public acceptance. Its price will be such as to have a nation-wide appeal.

It will be built by Oakland and distributed as companion to the present Oakland Six under a double franchise that promises to become one of the most profitable in the industry.

Every automobile dealer in America—regardless of size, location or present affiliation—is invited to write at once for complete details. Address Oakland Motor Car Company, Pontiac, Mich.

Shop Equipment

SPINTITE WRENCHES



Stevens & Co., 375 Broadway, New York, have put out a set of Stevens Spintite wrenches, designated as set T-73. It contains seven Spintites, Nos. 3, 4, 5, 5½, 6, 7 and 8, mounted in a metal base.

These seven wrenches will take care of all general shop requirements, the company claims. They range in size from 3-16 to ½ in.

Spintite wrenches are specially designed to reach and grip the small nuts. They are hexagonal-socket wrenches with handles like screwdrivers.

The wrenches are machined to size from one piece of solid steel and are hardened for constant service.

The price of this set is \$2.50.

For mechanics who prefer the Spintites in separate shanks with a universal handle, set T-74-B, with the same socket sizes as set T-73, has been designed. The universal handle has a positive catch which is said to keep the bits from slipping.

This set is mounted in a mahogany-finished hardwood block. Its price is \$2.35.

WEAVER VISE



Designed for use on the Weaver Hi-Speed and regular presses and other presses of similar capacity, the Weaver Pressure Vise has been brought out by the Weaver Manufacturing Company, Springfield, Ill. It will support shafts rigidly in a vertical position for removing and remounting gears, sleeves, etc. it is claimed.

It is made to accommodate work from five-eighths to two one-sixteenth inches in diameter, practically everything that the shop will be called upon to handle. It is said to be convenient to handle, is compact and self-contained.

As the opening of the vise is on the side, shafts can be inserted and removed without difficulty, in spite of gears or other obstructions on both ends.

It is adjusted by turning the knurled handle which brings the movable jaw into contact with the work. By a toggle construction, springs under each jaw hold the jaws elevated and open when not under pressure.

As pressure is exerted on the work, the toggles force the jaws together, thus gripping the work more tightly and holding it rigidly. The toggle construction also acts to exert a uniform pressure throughout the length of the jaws.

After the necessary pressure has been exerted, the jaw can be opened instantly to permit removal of the work by turning the knurled handle clockwise.

Pistons are of aluminum alloy castings, provided with cooling ribs underneath the head. There are three rings to each piston, the lower one serving as an oil scraper.

The gear case may be removed and replaced without affecting the

See Better Business In Accessories in 1926

EVANSVILLE, IND., Dec. 22.—With the Christmas season of buying practically at a close, Evansville accessory dealers are viewing the prospects of a prosperous first quarter for 1926 as unusually bright.

"For the Christmas season, spot-lights, stop lights, and heaters were in good demand," said Jean Wiseman, manager of the accessories department, Wabash Valley Motor Company. "The market has been good for Christmas gifts, but the month in general has been slow, a seasonal condition. We expect a revival of interest for the early part of the new year."

"The seasonal low level in accessory demand will give way to a good market in January," said R. L. Niehaus, assistant manager of the accessories department, Boetticher-Kellogg Company distributor. "This has been our experience of the past, and we expect to see a repetition of this desirable condition. Business with us has been at the same volume for the past two weeks ending December 15, as in 1924."

"Our business has kept pace with the automotive industry in general, so that we can report a gain of about 15 per cent over last year," said William A. White, manager of the accessories department of the Orr Iron Company, distributor. "While the December market has been slow, it is always slow at this season of the year for the distributor. Prospects for a prosperous market for the first quarter of 1926 are extremely promising."

Business Reported Good in Chicago

Chicago, Dec. 22.—An unusually good two weeks in accessories sales is reported by dealers here, the volume of business keeping at a steady level that is considerably better than the same period of last year.

The Chicago Auto Supply House reports that sales have been good for the last two weeks, with reasonable accessories moving very well and a brisk demand for accessories of all kinds for the holiday market. "Winter goods, such as skid chains, alcohol, radiator covers and hoods, heaters, robes and driving gloves are moving very well," stated E. M. Wilking, sales manager; "and there is also an excellent demand for general accessories, purchased as Christmas gifts to the motor car driver. Spotlights, windshield wipers, clocks, smoking kits for the car, all are enjoying good sales for this period of the year. Our business this year is considerably better than for the same period last year, and we expect it to continue well on into the coming year."

A good season is reported, also, by the Chicago Auto Equipment Company, which states that accessories of all kinds are moving steadily, with the greatest demand, naturally, for winter goods, such as radiator covers, heaters, robes, etc.

Berkley-Balston Company, general automobile dealers, report an unusually good season. "Our sales for the last two weeks have been unusually good," said the sales manager, "but have flattened out a bit in the last two or three days. However, I notice that the same situation seems to apply in all other lines of business at this time. Our sales this year, for the part of December already past, have been considerably better than they were at this period last year. Although we hit some high spots in selling last year, as when we sold \$40,000 worth of skid chains in three days, sales this year have been steady and strong, and I would say that they are from 10 to 20 per cent. better than the same period of 1924."

Holiday Buying Stimulates Market

CANTON, O., Dec. 22.—With the holiday buying at peak, accessory stores here report improvement in their business and that sales are fully 15 per cent. ahead of last December to date.

Local shops say the demand is for batteries, blankets, rear view mirrors, large wheels, heaters and chains. These articles are wrapped in attractive Christmas boxes and are being pushed as leaders by the stores.

Absence of snow the past two weeks has slowed up chain business, but the anti-freeze fluid still is in big demand, the glycerine preparation taking the place of alcohol in 50 per cent. of the cases, dealers said.

Cigarette lighters and wind shield wipers of automatic type were big factors in the Christmas trade, dealers said.

New Accessories

GLOBE SHUTTER



A complete line of radiator shutters is being marketed by the Globe Machine and Stamping Company, Cleveland. Over twenty types are being made to fit current and recent models of big production cars.

The vanes of these shutters run horizontally and are operated manually from the driver's seat by means of a dash control. The shutters are finished in high lustre black enamel.

Use of this radiator protection is said to result in better engine performance, a saving of gasoline, oil and strain on the battery, in minimizing wear and tear on the engine due to oil dilution and in a saving of time and annoyance when starting the engine in cold weather.

Models range in price from \$7 to \$12.50. The Ford model, illustrated herewith, is \$7; the Chevrolet, \$7.75; Dodge and Overland, \$9.40; Studebaker, \$12.50, and all others, \$10.

TRUMPET HORN



Mid-City Auto Devices Company, Chicago, has brought out a sport model French trumpet horn. It is operated manually by pressing a rubber bulb.

The horn is said to give a pleasing musical note which readily commands attention. It makes a good supplementary horn for the standard electrically driven horn.

Its attachment adds a pleasing touch to the appearance of the car, particularly to sport models. It may be used on either open or closed cars. A standard bracket for clamping on the windshield frame of open cars is provided with the horn. On closed cars it is inserted in a hole drilled in the windshield frame.

It is furnished in all nickel or in attractive Duco finishes of green, gray, red, blue or orange.

BAN INSURANCE SOLICITORS

VANCOUVER, B. C., Dec. 22.—A ban on automobile insurance canvassers has been imposed by the British Columbia Legislature in amending the provincial insurance acts. The amendment provides that all policies must be written by resident agents.

HASSLER STABILIZER

PORTLAND, ORE., Dec. 22.—The Factory Motor Car Company of Portland has been appointed sales and service station in Oregon for the new Hassler stabilizer, manufactured by the Hassler Pacific Company.

NEWARK, Dec. 22.—Representatives of the Johns-Manville Company out of the Newark and New York offices were entertained at the Newark Elks Club by the Economy Auto Supply Company of Newark recently.

WITH THE TRADE

VISITS BIFLEX PLANT

WAUKEGAN, Ill., Dec. 22.—Mr. Sorge of Sorge & Sabeck, Berlin, Germany, made his second visit to the Biflex plant at Waukegan, Ill., recently. Sorge & Sabeck is one of the biggest distributors of automotive equipment in Germany, having branches in several German cities.

BUSINESS INCREASES

SAN DIEGO, CAL., Dec. 22.—C. A. Peace, sales manager of the Motor Hardware and Equipment Company, local accessory and parts distributor, states that the sales of its accessories to dealers have shown a great increase during the past six months over any previous six months in the history of the accessory sales in this vicinity.

IRWIN RESIGNS

MINNEAPOLIS, Dec. 22.—W. B. Irwin, vice-president and sales manager of the Paraflector Company in Minneapolis for nearly two years, has announced his resignation. He was formerly vice-president of the H. L. Rackliff Company, Cleveland, O. Mr. Irwin has not announced plans for the future.

NEW HOODE BUILDING

BUFFALO, Dec. 22.—Hoode Engineering Corporation of this city reports the erection of an additional building, 130x50 feet, to handle increased business in their Scully spring cover department. The new building will be in use January 1. Shock absorber production is growing steadily, with October and November sales largest in the history of the company.

Whipple's Sales Convention Jan. 20

BINGHAMTON, N. Y., Dec. 22.—The fifth annual sales convention of Whipples, wholesalers of automotive equipment, will be held in Binghamton, January 20, the date having been advanced from January 27 in order not to conflict with the Binghamton auto show. It is expected more than 1,000 dealers will attend.

Among the speakers scheduled are Lou Safford, McQuay-Norris; "Doc" Proctor, Black and Decker; R. W. Ruark, A. E. A.; Judge E. J. Cattell of Philadelphia and others.

ORE. HIGHWAY PROGRAM OF \$1,000,000 FOR 1926

PORTLAND, ORE., Dec. 22.—Nearly \$1,000,000 will be spent in Oregon during 1926 for highway construction, road improvement and maintenance.

WINS VEEDOL CUP

PORTLAND, ORE., Dec. 22.—The North Pacific district of the Tide Water Oil Sales Corporation has won the Western Department cup in the 1925 Veedol sales contest, according to an announcement made by Cy H. Bruner, manager of this district.

NEW FLAT RATE

SPRINGFIELD, MASS., Dec. 22.—All the Ford service managers of Springfield and vicinity met at the Byrnes Motor Company for the purpose of compiling a new flat rate for repair labor.

NEW ERA SPRING REPORTS BIG YEAR

GRAND RAPIDS, Mich., Dec. 22.—The New Era Spring and Specialty Company reports the biggest sales volume for 1925 of any year since the high mark set in 1920, having set new records for October, November and December. The big demand for its bumpers, fender guards and springs has necessitated an addition to its factory each year during the past four years. Officials of the company look forward to a big year in 1926, basing their hopes on the many advance orders received.

BUY CASING HEAD GAS PLANT

AMARILLO, TEX., Dec. 22.—The Phillips Petroleum Company has purchased the American Gasoline Company's casing head gasoline plant in the Amarillo field at a consideration said to be around \$300,000.

With the



JUHASZ
CARBURETERS

YOU CAN GET
Higher Horse Power
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Easier Starting
Greater Flexibility
No Carbon—Monoxide
30 Days Free Trial
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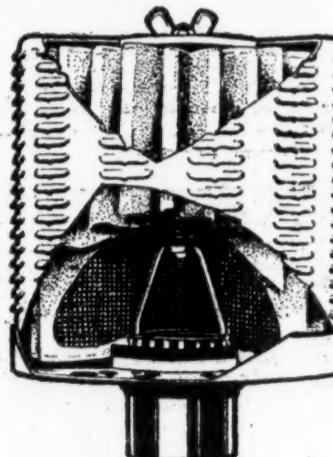
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CAR DEALERS who demonstrate, recommend and sell

99⁹/₁₀ PROTECTOMOTOR 99⁹/₁₀ EFFICIENT

Perfect Positive Protection

World's Greatest Motor Necessity



are earning large dividends in cash, dividends in a better reputation for service, dividends that result by having better satisfied customers.

There is no substitute for filtered air—there is no substitute for Protectomotor, the only air filter adaptable to automobile, truck and bus alike.

Protectomotor absolutely filters the air supply to the motor free from dust, sand and grit. Filtered

air prevents wear on moving parts 75% to 85%—it means less carbon and carbon, troubles—filtered air triples the life of the motor.

A demonstration means a sale. Advertised nationally, car owners and prospective car owners are looking for those dealers who can equip their cars with Protectomotors.

Better write today for profit making demonstration.

When you filter the air you don't have to filter the oil

STAYNEW FILTER CORPORATION
Rochester, N. Y.

Grand Rapids Reports Decided Gain in Sales

Christmas Business Helps in Other Centers

GRAND RAPIDS, Mich., Dec. 22.—Automobile sales for Grand Rapids and Kent county for 1925 will show a healthy increase of approximately 800 cars over the total for 1924.

Figures for the first eleven months show a gain of 670 cars for this year, and conservative estimates are that this will be increased to at least 800 by the end of December.

Records compiled by J. J. Kosten, manager of the Grand Rapids branch of the state license bureau, for the first eleven months of 1925 show a total of 9,038 new cars licensed in Grand Rapids and Kent county, which compares with 8,368 for the first eleven months of 1923.

That new car sales in this territory have gained steadily during the past three weeks is also shown by these records. During the week of November 23 to 28, forty-one new cars were delivered. For the week ended December 5 the figure jumped to 135 and for the week ended December 12 a total of 192 new cars was reached.

The decided gains during December are due to the fact that the local license bureau began on December 1 issuing 1926 license plates for immediate use on new cars.

Christmas Drive Brought Results

Charlotte, N. C., Dec. 22.—The campaign based on the slogan "Give something for the car for Christmas," is regarded as having brought an excellent return to dealers in passenger cars.

It is realized that while perhaps a large percentage of the pre-Christmas sales would have been made, the joint effort of the automotive trade to concentrate public interest on this slogan perhaps benefited the new car and accessories dealers more than any other lines.

C. C. Coddington, Inc., Buick distributor for the Carolinas is continuing to forward a relatively large volume of new cars into dealers' hands, but their stocks are accumulating. The retail business in Charlotte is continuing fair.

Charles E. Lambeth Motor Company, handling the Dodge Brothers line, is holding the whiphand in the new car business here at the present time, because of the announcement that new car sales between the dates of December 15 and January 7 will be made with the understanding that a price reduction, to be announced that day, will become effective as of the former date. The dealers here used full-page space in leading newspapers to carry this message to the prospects, and good results were obtained, according to the Lambeth Company.

December Sales Fail to Keep Up With Nov.

Milwaukee, Wis., Dec. 22.—Pre-Christmas sales of new cars in the Milwaukee territory have fallen to about the average volume for this time of the year.

While several concerns, including both individual dealers and distributors report the best December in their history, practically all show a decrease over November. All eyes at the time seem centered upon the January auto show, which is expected to give an un-

Red Grange Decides Nash Six Good Enuf

CHICAGO, Dec. 22.—Harold E. (Red) Grange, the gridiron star of Wheaton, Ill., has selected a Nash Special Six roadster as his choice to canter about in. It is reported he was offered cars free by many motor car makers and merchants, but Grange drew a check on the bank at Champaign, Ill., where his worldly goods are deposited, and took delivery of a Nash from the Chicago Nash Company.

preceded impetus to early sales. The present sales seem to be well proportioned among the various price classes and consist chiefly of Christmas gift cars.

Chevrolet Leads in Beaver Sales

CEAVER, Pa., Dec. 21.—Chevrolet is leading the field in sales in this part of western Pennsylvania, sales being about 15 per cent. ahead of the same week last year. Robert Baker of Snyder Bros. & Baker, Inc., says that this percentage would be doubled but for slow used car sales.

Overlands are lagging about 10 per cent. below the same week last year, but December shows considerable improvement over last two weeks of November, according to records of E. E. Groth of Rochester, and Calhoun & Reed of Beaver.

Ford cars apparently equal the same week of last year, says W. A. Wells of Wells Motor Company of Rochester, showing a gain of 10 per cent. with dealers from neighboring towns showing a corresponding loss.

Oakland, Chandler and Dodge have noted improvement in sales over November. All dealers state that the used car situation is the greatest retarding factor in new car sales.

Christmas Orders Boost Sales Record

WACO, Tex., Dec. 22.—Christmas new car orders sent the sales record for the week ended December 15, up to a high level for the month, and although business failed to equal the mark set in 1924 the increased sales were encouraging.

Fords made a clean sweep of sales honors, and representatives of the Cruger Company, one of the two authorized dealers here, said that sales were about even with the same time last year.

Closed car models were the most in demand, the coupe being by far the most popular car. The tight-fitting curtain which characterizes the new models, however, are helping sales of the open cars, salesmen say.

Long Beach Reports Increase in Sales

LONG BEACH, Calif., Dec. 22.—The big increase in sales volume reported by dealers here is largely accounted for by the number of automobiles marked "Do not deliver until Christmas."

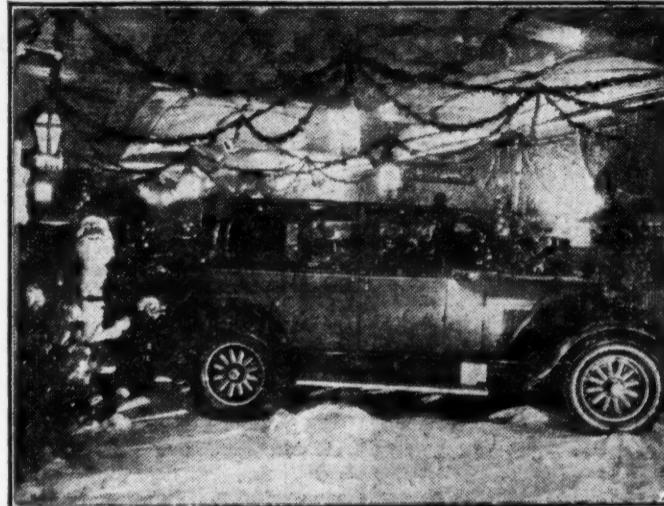
Ford sales have doubled since the new improved car made its appearance in Long Beach, according to reports received from several Ford dealers in this city and surrounding district. Coupes and sedans are still leaders. In most cases, dealers are unable to get allotments filled to supply all selling two closed cars to every open one at the present time.

I. L. Townsend, sales manager for Glenn E. Nicolls, Studebaker dealer, reports sales to date for this month in excess of any month in 1925, with even indication of running sales up to a new high record before the month closes. Though the weather still continues mild, the coach remains the most popular model, closed cars in general constituting 85 per cent. of the entire sales.

R. A. Nicolls of the Nash-Nicolls Company, reports the Ajax as going over big in his territory.

"Sales of Ajax and Nash alike are on the increase," says Mr. Nicolls. "Orders are coming in for Christmas delivery at the rate of three and four a week, as well as those for immediate delivery. We demand, and consequently orders on hand will probably not be filled until the middle of January."

STUDEBAKER IN ATTRACTIVE YULE SURROUNDINGS—A typical Christmas display which brought additional business to many dealers throughout the country who emphasized the advantage of new cars as holiday gifts.



With the Distributors

NASH HOUSE ORGAN

LOS ANGELES, Cal., Dec. 22.—A monthly house organ, known as the Nash-Ajax News, is being published by the Troy Motor Sales Company, Nash and Ajax distributor. The first issue was brought out in November with a circulation of 12,000 copies.

STUDEBAKER MEETING

SOUTH BEND, Ind., Dec. 22 (U. T. P. S.)—Studebaker district managers from all parts of Canada and the United States had in a three-day meeting recently. Discussion of "no yearly models" policy and the expansion program were featured. Several banquets were held at the Hotel La Salle during the conference.

HUDSON-ESSEX MEET

WHEELING, W. Va., Dec. 22.—More than fifty dealers of Hudson-Essex motor cars, from all sections of the state, attended the annual dealers' convention held at the G. T. Knight Motor Company Building here. General automobile sales problems were discussed and new car models were displayed. A dinner followed the meeting, with G. T. Knight the principal speaker. Several entertainment features were included on the program.

OVERLAND SESSION

DECATUR, Ill., Dec. 22.—Distributors of Overland and Willys-Knight cars in the central Illinois territory assembled here to listen

to an address by J. B. Doris, factory representative, speaking upon the 1926 outlook. He asserted that the year now waning was the greatest in volume of business of any in the history of the company.

TO DISTRIBUTE ELCAR

LOS ANGELES, Cal., Dec. 22.—Slaughter Motors, Inc., has been appointed southern California distributor for Elcar automobiles, according to an announcement made by Jack P. Horning, Pacific Coast representative of the Elcar Motor Company.

NEW MARMON BRANCH

TAMPA, Fla., Dec. 22 (U. T. P. S.)—R. H. Barber, distributor for Marmon in western Florida, with headquarters at Tampa, is opening a sales branch across the bay at St. Petersburg.

CHRISTMAS PARTY

DANBURY, Conn., Dec. 22.—The George A. Lewis Company, distributor of Chevrolet cars in this city and vicinity, presented each of its employees with a substantial bonus last week as a Christmas gift. The presentations were made at a Christmas party and dinner held in the company's salesrooms, where tables were spread for sixty persons. A huge Christmas tree illuminated the scene. Mr. and Mrs. Lewis, who have been touring in the South, returned to take part in the event, and will leave again for Florida in a short time.

What Do You Think?

This column is devoted to the exchange of ideas and suggestions by readers of the Automotive Daily News on retail merchandising problems.

Editor, Automotive Daily News:

Dear Sir: I notice that W. R. Kimball of Ogden, Utah, wants the automobile manufacturers to pass a used car 18th amendment and a Volstead act to abolish the trading of used cars.

Wouldn't it be fine if we could bootleg used automobiles? Why we could even use the same expressions, calling the prospects into our private offices after being very careful, whisper in his ear pre-war car, 1914 make, very scarce.

Oh, boy! what a condition! We would have to make all our new cars used cars so we could sell them.

With apologies if my ideas may seem sarcastic, W. J. LOTH, Jr.

W. J. Loth Motor Company, Petersburg, Va.

December 21, 1925.

(Editor's Note: Mr. Loth refers to the letter from W. R. Kimball,

SEE USED CAR DEPTS. AS GOOD WILL BUILDERS

NEW YORK, Dec. 22.—Used car departments should be more or less "feeders" for new car departments and should be run on a clearance, but not a profit basis, was the opinion expressed this week by the majority of managers of used car departments which are operated by companies that handle new cars.

One of the chief aims of a used car department, it was stated, was to create good will and to win ultimately customers for new cars.

"Our best selling device has been a ten days' free trial," says W. B. Kaas, manager of the used car department for Durant-Star. "The plan, which we have used all year, has bred confidence and has resulted in no losses from abuse." Flint Motor Company has used a seven-day free trial."

"We have used no special sales stunts this year for selling used cars," says F. M. Larkins, manager of Dodge Brothers' used cars department, "but we lay our satisfactory volume to sticking to and advertising Dodge policies. A considerable amount of our advertising is general, for the purpose of generating good will. We publish the Dodge creeds as a regular part of our advertising. We do no circularizing except on certain types of automobiles that may appeal to certain lines of business."

"We lay our satisfactory volume in used car sales to our policy of care in putting cars in condition and following them up. Our mechanics are instructed to spare no expense; we aim to give satisfaction even at a loss," says M. A. Barnett, in charge of used cars for Reo Motor Car Company.

Care in rebuilding used cars is also named by L. D. Baker of Glidden-Buick as the principal cause of this year's, as other years', success in sales.

"High used car value is our selling point for our used cars," reports L. F. Kettell of the Luxor Cab Manufacturing Corporation. "We advertise our policy or sending a used car back to the factory, and have it come out like new."

"Selling good merchandise consistently, and saving a man a few dollars is the only way to boost used car sales," says G. A. Scott, of Reilly & Scott, Inc., dealers in used cars.

As a booster for used car volume, Warren-Nash has used successfully for three years an annual "\$25 down" sale and the rest on weekly notes, according to T. L. Lloyd, general manager. This year the sale, which closed two weeks ago, was run for the first time co-operatively by the twenty Nash dealers, all of them sharing in the advertising. A year is the maximum time allowed for final payment.

"We confine ourselves to newspaper advertising and window displays," says D. M. Sherman, manager of the used car department of Willys-Knight.

Used Cars Strike Snag in Phila.

PHILADELPHIA, Dec. 22 (U. T. P. S.)—A snag appears to have been struck in used car sales in the last six-day period, few houses reporting any considerable volume in this line. Many used car departments have their windows posted with various kinds of purchasing inducements, some emphasizing prices prominently, with descriptions in brief of some of their bargain "leaders."

The displays in the daily newspapers and classified columns show there is a strenuous effort to move the stocks. Some dealers assert that the low prices of many makes of new automobiles are a deterrent factor with regard to used cars.

general manager of the Wattis-Kimball Motor Company, in which he suggested that manufacturers refuse to deliver new cars to dealers who take in old ones and the solution would be found to the used car problem.)

December Tire Sales Slow But 1925 Total Good

MILWAUKEE, WIS., Dec. 22.—The past week's tire sales here show the usual seasonal slowness, but dealers and distributors alike declare business generally better than for the corresponding period of last year.

Distributors are confining their activities entirely to immediate delivery, due to the uncertainty of future prices.

Several of the leading distributors have expressed a fear that the expected substantial increases in price in the near future will have a demoralizing effect on the retail business, due to the fact that dealers who have stocked up on tires at the present prices will have a decided advantage over those who will have to sell at a profit over the anticipated higher wholesale scale.

In general, dealer's stocks are fairly low. The Firestone state dealer reports an increase of 82 per cent. so far this year over the corresponding fifty weeks of last year. Other distributors report substantial sale increases for the year.

Among the retailers the H. C. Graham Company announces that 1925 has undoubtedly been its best year in eleven years of business.

The Milwaukee Tire and Supply Company points to the decided increase in interest for better grades, declaring that cheaper tires are selling only fair with them, while commercial accounts are going strong on the best grades available. This applies chiefly to truck tires.

Conditions throughout the state are good. Wisconsin's dairy industry assures the farmers of the state a dependable year-around income, which is directly reflected in the automotive business. This same situation is the basis for a large part of the confidence felt in the coming year's business.

Favorable Year Being Concluded at Buffalo

Buffalo, Dec. 22.—Tire dealers of this city are about to close a satisfactory year in spite of the decrease that set in a few weeks ago. Business earlier was so good as to pile up a satisfactory volume over last year.

Cripe Tire Store, in business four years, reports it will finish the year 100 per cent. ahead of last year. Constantly increasing prices, increased use of machines and low prices throughout the year are given as reasons for the increase.

John C. Skillicorn will show an \$18,000 increase over last year. Skillicorn anticipates a fine business during 1926 and has 500 tires in stock.

Sales during December are running about even with the early part of December last year, Edwin J. Kreinheder says. High prices have cut into the business, at least on the better grades of tires. One low-priced line that the company handles is showing a weekly increase in sales in spite of the fact that the rest of the company's products are exhibiting a seasonal decline.

Tire Repair Business Good in Portland

Portland, Ore., Dec. 22.—Tire sales have not been good in Portland for several weeks, and dealers are not optimistic regarding the prospects for the first of the year. Rumors of a rise in prices in January are current. Dealers state that if prices are increased it will mean a repetition of the same artificial stimulation of sales followed by a slump, which took place in October.

"Tire sales are slow," reports J. O. Othus of Fletcher & James, Firestone distributors, of Portland. "More old tubes are being used even with new tires, as tubes are proportionately higher in price than the tires. Our shop business, especially vulcanizing and retreading of old tires, is good. We see no im-

General Plans Its 1926 Advertising

Akron, O., Dec. 22.—The General Tire and Rubber Company will spend \$600,000 for advertising during the year 1926 in anticipation of a business that will reach a volume of \$25,000,000, according to A. B. Stiller, advertising manager, who has outlined his advertising schedule. This appropriation will be an increase of 50 per cent. over that of last year.

This year's advertising will be done in two ways. First, advertising in magazines, financial papers and trade publications. Second, by local help to distributors.

The advertising campaigns are now carried on with 900 dealers. Within the next year, however, the company plans to take on 200 additional dealers.

DEALER MAKES GOOD

Flint, Mich., Dec. 22.—The Akron Tire Company officials of this city say that they are having good sale on their balloons, which will run about 25 per cent. of the gross tire sales. Sam Lande, proprietor of the firm, said that he started in the tire business about eight years ago with the small capital of \$300, and today his business is worth over \$100,000, all of which has been made out of the tire business.

Tire Notes

LEASES MORE SPACE

San Antonio, Tex., Dec. 22.—Joe Murphy, distributor of India tires here, has leased the entire ground floor of the Masonic Building, at Camden and Richmond Streets. It is being remodeled for his use as a wholesale and retail tire store and is to include tire service and a complete battery and electrical department. He will continue to do business at his smaller store.

WOOSTER PLANT BOUGHT

Wooster, O., Dec. 22.—The Wooster plant of the Kelly-Springfield Tire Company, including eleven acres of land with sidetrack facilities, which has been on the market here since the company centered its manufacturing activities in Cumberland, Md., some years ago, has been acquired by the Wooster Board of Trade.

BRINGS BACK BRIDE

Milwaukee, Dec. 22.—W. W. Graham, head of the H. C. Graham Company, prominent tire and accessory dealers of Milwaukee, has returned from Wheaton, Ill., bringing with him his bride of a few days, who formerly was Miss Marguerite Le Stage of Chicago. The new Mrs. Graham is known to many of the tire dealer's friends, having at one time made her home in Milwaukee.

One Tire Line O.K. In Big City Only

San Antonio, Tex., Dec. 22.—"Whether a dealer carries one line of tires or several depends upon conditions," stated W. B. Marshall, manager of the Hicks Rubber Company of this city. "If he is handling a line of tires that sells at a high price, then he should also carry one or two lines of low-priced tires to balance his sales. If, however, he is handling a medium-priced tire, he can generally obtain sufficient business from these sales to warrant his handling the one line."

"Whether a dealer should handle one or more lines of tires is a question which, I believe, depends wholly on his individual problem, together with a consideration of local conditions. In a small town, a dealer might be forced to handle several lines, while in a large city he could rustle enough trade to make it profitable to carry one make alone."

STATION IS ENLARGED

Portland, Ore., Dec. 22.—The lubricating station of the Cassidy Tire Company, operated by Harry Bruner, has been enlarged and improved in a new location adjacent to the Cassidy Tire Company's plant. Concrete pits running under the driveways provide space for a half dozen cars at once.

—and Mr. Dollinger of Staynew Reads the A. D. N.!

PROTECTOMOTOR PERFECT Perfect Positive Protection



Oct. 28th
1925

Mr. Alexander Johnston
Editor
Automotive Daily News
1926 Broadway
New York City

Dear Sir:

I wish to express my appreciation for the information contained in AUTOMOTIVE DAILY NEWS. You have developed a very valuable newspaper for the automotive field. We find many items of considerable interest in your paper.

We wish to particularly express our appreciation of the data showing the sales of cars weekly, in the territory.

As evidence that we believe in the value of AUTOMOTIVE DAILY NEWS, we have sent a contract covering advertising to your Advertising Manager, Mr. Tarantous. This will cover copy used monthly during the coming year and also copy covering both the New York and the Chicago Shows.

I would recommend the AUTOMOTIVE DAILY NEWS to all who wish to keep informed on the activities in the automotive field.

Very truly yours,

STAYNEW FILTER CORPORATION


L. L. Dollinger
President

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France Tests Tractors For Its Army Service

By R. M. PETARD
(A. D. N. Staff Correspondent)

PARIS, Dec. 22.—Reduction of military expenses together with the lessons learned from the World War causes the French army to want to dispense entirely with horses in artillery service.

Trials are held yearly at this season where all makers of suitable tractors may present their machines.

Kegresse and Latil carried off the honors in the tests just completed for so-called light tractors.

Weather was most unfavorable, continuous, heavy rains since the opening of the tests having completely soaked the grounds where the machines were tried.

The Kegresse machines are of the caterpillar type, but their traction element is a continuous rubber track, instead of the steel-link track usually used in this type of vehicle. They are made by Citroen, and follow the same general design as the machines that made themselves famous for their work in the Sahara desert and across Africa. The only notable change is that the track driving pulley now is the front one, the rear one being an idler, which reverses previous practice. This machine is fitted with a fifteen nominal horsepower four-cylinder engine. It pulled a three-inch field gun through all kinds of ground and carried, simultaneously, 1,323 pounds of ammunition.

The Latil machines are four-wheel drive tractors, weighing two and one-half tons. Their axles carry detachable wheel hubs, so that they can be fitted in a few minutes with rubber or even pneumatic tired wheels for road work, and with the regular farm tractor, cleated or studded wheels for field work. Brackets are provided on the frame to carry whichever set of wheels is not in use at the moment.

Requirements were that the machines should be able to pull, through absolutely any kind of ground, a loaded trailer weighing 3,750 pounds, as well as the field guns. They also had to make a daily road-run, pulling the same loads, of not less than fifty miles at a speed of not less than 10 miles per hour. Finally, the trailer and gun had to be successively hauled up 30 to 40 per cent. incline, 1,600 feet long, on natural soil along a hillside. For this last test two machines of the same make were allowed to join efforts to pull up one load and come back for the other. The water-soaked clay of the hillside made the test especially difficult.

BUS FARE TOPIC AT BUFFALO MEET

BUFFALO, N. Y., Dec. 22.—W. R. Gordon, transportation manager of the Pierce-Arrow Motor Car Company, speaking before the Buffalo section of the Society of Automotive Engineers, said that a five-cent bus fare was not practical.

"I do not see how a bus service could be operated in Buffalo or any other city, giving full protection to its passengers against accident, paying insurance, depreciation and other necessities to proper management for a five-cent fare," Gordon said.

Ernest A. Murphy, general manager of the United Traction Company of Albany, told the engineers that the trolley lines of the Albany district operate at a cost of between 55 and 55 cents per car mile, including all fixed charges, whereas between 55 and 55 cents per car mile, same territory operate at a cost of 27 and 29 cents per bus mile, including all fixed charges.

TRACTOR CORPORATION

DES MOINES, Ia., Dec. 22.—The Carl R. Miller Tractor Company, which has been operating as a partnership, has been incorporated with \$300,000 capital to deal in tractors and accessories.

S.D. Truck Assn. for Enforcement of All Motor Laws

SIOUX FALLS, S. D., Dec. 22.—The South Dakota Motor Truck Association at its opening of a two-day session here today urged enforcement of all laws affecting motor carriers, especially the one requiring a license for the operation of trucks. A committee was named to consider legislative matters. S. F. Carman of Watertown is president.

Big Order Placed For Truck Engines

ROCKFORD, Ill., Dec. 22.—Cuba and South American states have recently placed orders for 800 Jackson truck engines with the Petroleum Motors Corporation of this city. S. W. Anderson, official of the concern, announced this week. In addition the plant is now turning out 760 motors to be distributed as follows: Porto Rico, 250; New York, 200; Jacksonville, Miss., 150; Camden, N. J., 50; Scranton, Pa., 50, and Chicago, 60.

Col. A. W. Herrington, chief engineer of the United States War Department engineering section, and a corps of aides, have just completed inspection of drawings for a new type B Jackson engine. Inasmuch as the department has approved this engine for replacement in 40,000 army trucks, it is expected that when drawings are finished after the first of the year orders will be received from the government.

It is reported that taxicab companies are negotiating for manufacture and sales rights on a special Jackson taxi motor, desirable because of its low operating cost. One company has estimated the motor will mean a saving of \$3.60 a day on operation of its cab.

BUS OPERATORS FORM OREGON STAGE LINES CO.

SALEM, Oregon, Dec. 22.—For the purpose of creating greater bus service, the individual operators plying between Portland and Salem, and Salem and Roseburg have banded into an organization to be known as Oregon Stage Lines, Inc.

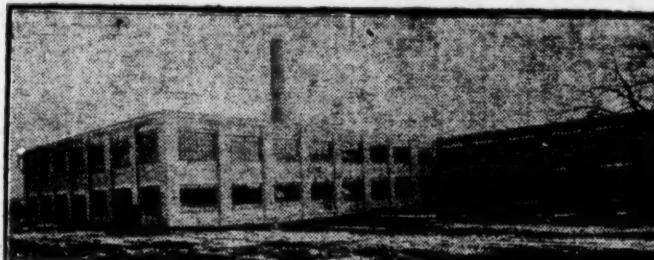
The company has a capital stock of \$300,000. Portland-Salem and the Oregon Stage Lines are affected. The articles of incorporation were filed in the state corporation department by R. W. Lemen, Earl A. Hadfield and Fritz Jacobson. The company will endeavor to systematize bus schedules to give the maximum amount of service.

TEXAS ELECTRIC R. R. CAN'T PAY DIVIDENDS

DALLAS, Texas, Dec. 22.—Automobile and motor bus competition is assigned by the Texas Electric Railway as the reason for suspending dividends on the common stock of the company, it was reported following the annual meeting of the board of directors held here.

In his annual report to the stockholders, Jack Beall, president of the company, calls attention to what he considers a "serious and continuous" menace to the prosperity of the interurban lines which serve Dallas, Corsicana, Denison, McKinney, Sherman, Waxahachie, Waco and other North and Central Texas cities.

Addition to Corduroy Tire Co. Plant



GRAND RAPIDS, Mich., Dec. 22.—Shortly after the first of the year the Corduroy Tire Company here will start production in the new addition to the plant, which now is nearing completion. With this new unit the concern has maintained its record of necessary expansion every year since it was organized four and one-half years ago.

With the new plant in operation the production of both Corduroy and Cord Sidewall Protection tires and Rimside Protection tubes will be greatly increased, although it still will be necessary for the plant to operate on the 24-hour day basis as it has done in the past in order to maintain production to meet the increased business.

A large number of skilled rubber workers and tire builders will be added to the payroll when the new unit begins production. A new battery of rubber milling and calendering machines is being installed at the present time. This

department of the factory, together with the tube department, will occupy both floors of the new addition.

The latest methods of tire manufacturing are to be carried out in the arrangement of this machinery. The system known as "straight line" production, which eliminates all lost motion in handling materials both going to and coming from the machines, will be put into practice.

Through the installation of modern conveyors and handling machinery of the latest type, all "back tracking" is eliminated. It is claimed that both the rubber milling and tube manufacturing departments housed in the new factory will be the most up-to-date in the rubber industry. The Corduroy Tire Company is now producing four types of Sidewall Protection tires, the Universal balloon, Universal high pressure, Truck-Bus and Super-Duty, as well as a complete line of Rimside Protection tubes, both gray and red.

Bus Activities

WANT BUS TERMINAL

FALL RIVER, Mass., Dec. 22 (U. T. P. S.)—Application for a permit to erect a bus terminal between Cohasset Street and Central Street was made by the New England Transportation Company, the bus subsidiary of the New Haven Railroad. The Union Street Railway operating bus lines between here and Providence will also use the terminal, it was announced. The cost will be in excess of \$10,000.

NEW CITY BUSES

YOUNGSTOWN, O., Dec. 22.—City council has authorized the purchase of ten new buses to be used in city service. They will be operated in lieu of the present North Avenue street car line. The cost will be about \$705,000.

INTERSTATE REGULATION

MILWAUKEE, Wis., Dec. 22.—The Milwaukee Traffic Club is seeking action from the nation-wide organizations of traffic clubs to petition their Interstate Commerce commissions for regulation of bus lines which cross state boundaries.

GLASS-TOPPED BUS

OAKLAND, Cal., Dec. 22.—The glass-topped sightseeing bus has made its appearance in the San Francisco Bay district cities. The new bus offers the sightseeing passenger a wider range of vision, and has proved very popular. It is mounted on a Reo chassis.

PERMITS GRANTED

TRENTON, N. J., Dec. 22.—The Public Utilities Commission has granted permission for concerns to operate twenty-one motor buses in New Jersey. The approvals were: Ironbound Transportation Company, Newark, N. J.; Fort Lee Transportation Company, Fort Lee and Edgewater, N. J.; Belleville-Lyndhurst Bus Company, Newark and Rutherford, N. J.; Public Service Transportation Company, Paterson and Hawthorne, N. J.

MORE BUSES BOUGHT

SAN FRANCISCO, Dec. 22 (U. T. P. S.)—To take care of its increased passenger travel the Interstate Transit Company, operating buses between San Francisco and Portland, has recently purchased three fifteen-passenger buses of the Chester N. Weaver Company, Studebaker dealer.

TRUCK SALES FOR 1925 INCREASED

Dealers in K. C. and Waco are Closing Successful Year

KANSAS CITY, Dec. 22.—Truck dealers in Kansas City are closing a year that, while falling under expectations, has shown increases in business of from 25 to 100 per cent. over 1924.

Prospects indicate the first three months of 1926 will bring the best sales in several years.

Activities the past week have been marked with sales that have been "holding fire" being closed, dealers say. Many sales for deliveries after the first of the year are reported, dealers pointing out that buyers desire the purchases to go on their 1926 business.

The factory branch of the White Company reports recent sales as good, with the year closing much better than last. The 1926 prospects indicate 50 to 100 per cent. increase in sales.

The Indiana Truck Company branch has been unable to obtain enough trucks for delivery, and the outlook for 1926 indicates a still greater increase in sales. December business has been estimated at approximately 100 per cent. better than last year.

The General Motors Truck Company of Kansas City reports sales as showing an increase the last few days over last year and the outlook never better for a big business after January 1.

The commercial truck department of the American La France Fire Engine Company here reports sales prospects for the first of the year as excellent.

The Butler Motor Company, distributors of the Dodge-Graham trucks, has had a heavy fall business with the outlook for a 50 per cent. increase in sales as good.

The outlook on lighter trucks also is good, dealers report.

Maine Roads to Be Kept Open

RUMFORD, Me., Dec. 22 (U. T. P. S.)

J. E. Terhune, demonstrator for the Meade-Morrison tractor and all-steel plow company of Boston, spoke here and gave an illustrated lecture to members of the city government and citizens who are starting a campaign to keep state highways in this part of Maine open the year round.

The campaign was originated some time ago and received new impetus last week when representatives from every section of the state met in Augusta in a similar movement.

Origene Filiall of this city, a member of the state committee, received the representative, and a concerted movement has begun to keep several miles of roads in this city open during the winter. It is the plan here, as in many towns in the state, to purchase snow plows to be used in clearing the roads.

WACO, Tex., Dec. 22.—Truck sales here for the week ended December 15 were about even with the same week of last year.

Ford one-ton trucks predominated in the sales and the Ford light delivery also found a substantial demand. These trucks are handled by the Cruger company and the Duncan-Smith company.

Canadian Rail Official Favors Motor Road Tax

MONTREAL, Dec. 22.—The time is coming when buses and trucks will pay their fair share of the cost of the highway taxes, and provision and maintenance of terminal facilities, said R. A. C. Henry, B. A. B. Sc., M. E. I. C., at a well attended luncheon of the Engineering Institute of Canada, Ottawa branch, in the Chateau Laurier.

Then he gave it as his opinion the advantage would lie with the steam railway and the bus and truck would be confined to their proper sphere, which was the handling of unit loads of freight and passengers for distances of over three miles and under probably fifty. Outside of that service they would be an economic failure when taxed according to the business they received.

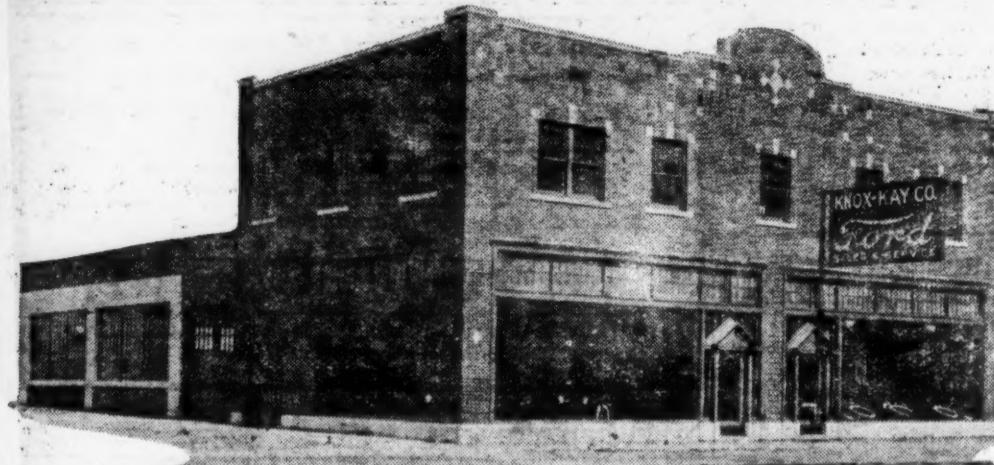
Henry is director of the bureau of economics of the Canadian National Railways. He was brought at Ottawa under the policy of the institute to place before its members questions of engineering and economic importance which are coming to a head in this genera-

tion. He gave a complete summary of costs of various operations, including automotive, steam and electric transportation.

A. F. MacCallum, Ottawa commissioner of works, who is chairman of the branch, supported Henry's conclusions, and declared that this question had become a real problem to the municipality and must be settled at once, as commercial automotive transportation was adding greatly to the cost of construction and maintenance of roads.

In 100 years of steam railway operation the railways had been brought under many regulations in the public interest, Henry said. They gave twenty-four-hour service 365 days in the year, year in and year out. The railways pay 17 1/2 per cent. of charges for maintenance of way and 2 per cent. as taxes. When automotive transport paid its fair share it would be placed at a disadvantage as compared with steam roads, and the cost of transportation to the people would be, as a whole, thereby increased.

Money-Making Merchandising



Builds Half-Million Trade in Two Years

In 1923 F. W. Knox started a Ford dealership in a small tin building in a vacant lot on the outskirts of Detroit. He had one mechanic. In May, 1924, Knox-Kay Company opened its present building, and for the year did a business of \$320,000. Next month an addition to the present building will be completed. This addition will double the present showroom and accessory space.

Mr. Knox is proud of this growth. When asked how it was accomplished, he replied, "We grew with the neighborhood. When we located here, two years ago, the streets around us were not paved, and there were very few houses. We realized that we would have to get our business from the neighborhood, so we set out to make ourselves known to our neighbors.

"We feel that we are succeeding, for this year we shall do over a half million dollar business, and our customers to a great extent are our neighbors.

"Two years ago this was a sparsely settled section of Detroit. Today it is one of the fastest growing and best residential sections of the city, and it is more of a problem to keep in touch with the neighbors.

"To know your neighbors, you must ring their doorbells, and that is just what we do.

"We subscribe to the local newspapers in order to get the names of newcomers in the vicinity. Then we let them know we are here to serve them.

"Last year we decided to make a house-to-house canvass of the section covering a mile radius from our showroom. We could not expect our salesmen to do such work, so we hired six women at \$3 a day.

"We found that women were a more cordial reception generally than men. These women were expected to enter on a card the name and address of each individual called on, whether or not a car was owned by the family, and, if so, what make and year. They also left a piece of Knox-Kay literature at each door."

"This work was completed in about six weeks. The cards were classified according to make of car. The idea was new last year, and we did not follow it through.

F. W. KNOX

O. W. KAY

"Every morning we give each man the names of fifteen persons to call on. The next morning he reports on these and gets fifteen new names. Our salesmen also leave a piece of Knox-Kay literature at each home. Of course, we do not sell every prospect, but it keeps us before our neighbors, and we do a repair and accessory business, too."

"This is a very profitable part of our business, and I personally O. K. every accessory purchase and keep in close touch with the inventory. We devote a very small space to accessories, and have a quick turnover. In November we sold \$2,039 in accessories on a \$712 inventory and \$739 in tires on a \$966 inventory."

"We have twenty-five mechan-

ics busy on repair work." When asked about deferred payment on repair work, Mr. Knox was very emphatic in his disapproval of such a plan, unless the bill ran sufficiently high to warrant the company taking title to the car as a guarantee of payment.

"Some dealers may think that salesmen's reports and prospect lists are not important data. We think they are; therefore, we are installing a new filing system whereby we can tell at a glance just what a salesman is doing. From his reports, etc., we can build up various kinds of mailing lists at a moment's notice.

"We keep in touch with our owners because we believe them to be a source of prospects. Our service manager always sends a new owner a letter inclosing a card entitling him to 30 days service on his car. Later I send him a letter assuring him of our continued interest in him.

"We keep in touch with our neighbors because we hope to make some of them our owners. We now believe one of the best ways to keep our name before them is by the house-to-house canvass method."

GIVE LICENSE PLATES FREE

Van Atta & Hickerson, Vancouver, Wash., Chrysler dealers, have instituted a special holiday offer to aid in disposing of used cars during the month of December.

With every used car sold by their firm during the month of December at a price greater than \$100, they offer a 1926 motor vehicle license.

They report that the plan has met with marked success.

No Down Payment Used Car Sale Success

ONE of the most successful used car sales ever held in Springfield, Ill., was that of the Illini Motor Company. The sale took place the first week in December and lasted for three days. Twenty-four cars were sold in that time, with applications for seven others still being held for credit rating.

The sale was a "no down payment" sale, the first one ever held in this city. E. L. Hoffman, manager of the Illini Motor Company, decided on this kind of a sale after the usual used car sale methods had been tried and were only partially successful.

Eight cars were sold the week before the regular sale plan.

After the lapse of a week the "no down payment" idea was given to the public. Advertisements were inserted in the two local papers the day before the sale opened.

The advertisements for the announcement were sixty inches in size, four columns by fifteen. They read very plainly, telling exactly just what the idea was.

The fact that this was an unusual sale was thoroughly impressed on the reader, just as much as was the statement that no money was needed to become the owner of a car.

The salesroom of the Illini Motor Company was filled with prospects on the opening day. Mr. Hoffman and his staff were kept on the jump every minute showing cars and answering questions as to the plan.

It was made clear to the prospect that not much time could be given him, and that if he wanted a particular car he would have to make up his mind quickly, as there might be some one else waiting to grab that same automobile.

No demonstrations were made. The buyer was told that if he bought the car and it was not exactly as the Illini Motor Company represented it to be he was to drive it back and need not take it.

It was also carefully related to the buyer that if he wanted a particular car it might be

well to pay a sum down in order to insure that he would get the automobile selected.

Of course, the sale was a "no down payment" sale, but the precaution of paying a small sum was a guarantee that the buyer would secure the car he liked. Perhaps these methods may seem just a trifle "hard-boiled" and border on the high pressure method of doing business, but they worked like a charm.

When a man bought a car and there was no down payment forthcoming he signed a chattel mortgage, and also was told that if he should bring the car back in a month or two later that it would be sold at auction and he would be expected to pay the difference between what it brought and the amount it was sold for to him.

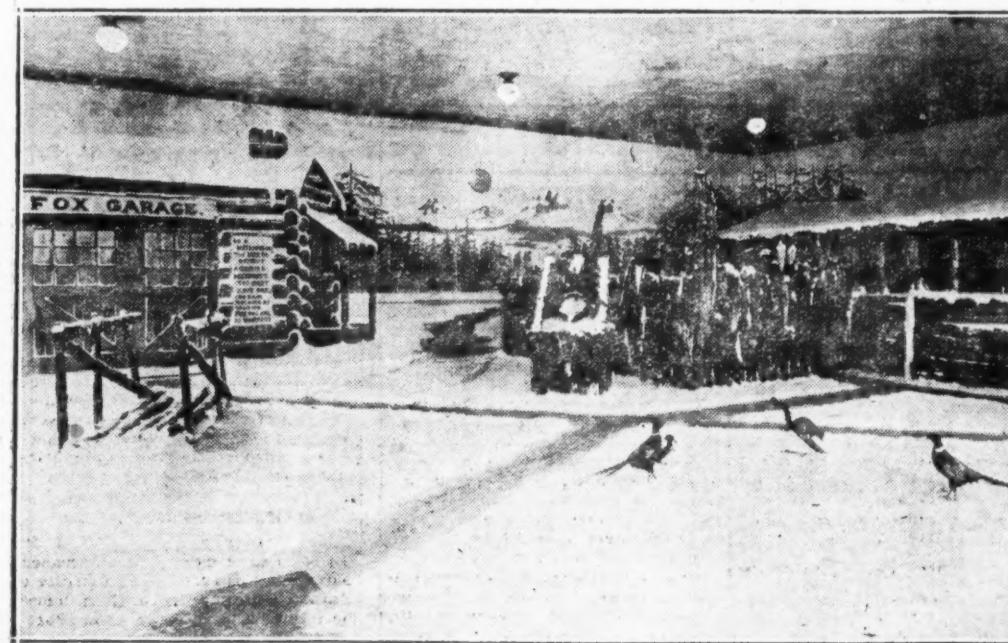
Each purchaser who bought a car with no down payment was carefully investigated as to credit, and the car was not delivered to him until his check-up showed him to be O. K.

The Illini Motor Company is carrying its own paper on the cars sold on this plan, though it has been approached by finance companies who wished to buy it. Mr. Hoffman thought so well of his "risks" that it was decided to make the extra money on the payments for the firm.

There were five sales made for the full cash amount during the sale. One-third of the buyers paid a sum down on the cars purchased. The amounts ranged from \$10 to \$50.

Since the sale Mr. Hoffman, who disclaims any originality for the idea, has had auto merchants in from several cities asking about the sale and of its success. Several are contemplating doing the same thing.

Summing the whole thing up finds that the Illini Motor Company sold twenty-four automobiles, there were about ten rejections, and up to this time there is 100 per cent satisfaction among the buyers.



THIS novel window display was arranged recently by the Maurice Fox Company, Ford dealers in Detroit.

FRANKLIN COMPANY PLANS FOR AUTO SHOW

Syracuse, N. Y., Dec. 22.—The Franklin Automobile Company has arranged for several big displays in connection with the National Automobile Show at New York next month. The complete line of standard Franklin models will be shown at the Grand Central Palace.

A special salon will be presented in the Rose Room at the Plaza Hotel. Five custom-built Franklins, including three closed types with collapsible tops, and the sport coupe, will be shown there. Standard types in special colors will be prominently displayed at the Hotel Astor and the Pennsylvania.

Personal Paragraphs

LANG AT N. A. D. A. MEET

Evansville, Ind., Dec. 22.—Harry A. Lang, sales manager of the A. L. Maxwell Company, Lincoln and Ford dealer, has just gone to Indianapolis to attend the annual territorial sales meeting of the National Automobile Dealers' Association.

GORDON SALES MANAGER

Santa Ana, Cal., Dec. 22.—W. D. Gordon, local automobile salesman, has just accepted a position as sales manager for the Santa Ana Hupmobile dealership.

SUDROW GUEST OF COHEN

Portland, Ore., Dec. 22 (U. T. P.)—F. G. W. Sudrow, zone supervisor of the Olds Motor Works, with headquarters in San Francisco, has been a Portland visitor, as a guest of Edward E. Cohen, president of the Oldsmobile Company of Oregon. The latter company is one of the oldest Oldsmobile distributors in the West.

DUDLEY BRANCH MANAGER

Olympia, Wash., Dec. 22.—Announcement has just been made by the Spike Motor Company, Nash distributor for several southwest Washington counties, that G. R. Dudley has been appointed manager of the company's Centralia dealership and garage.

MUNDAY AT OLDS MEET

Kansas City, Dec. 22.—H. H. Munday, zone manager of the Olds Motor Works, has just returned from the Olds factory at Lansing, Mich., where he attended a ten-day meeting of the company's managers from all parts of the United States.

SCHETS SELLING BUICKS

Rockford, Ill., Dec. 22.—H. A. Sheets, formerly with the Bliss-Williams Auto Company, has just joined the sales force of the Rockford Buick Company, handling sales of both new and used cars.

BIRON A VICE-PRESIDENT

Chicago, Dec. 22.—Frank J. Biron has just been elected a vice-president by the board of directors of the Tennant Finance Corporation, automobile banker.

INCORPORATIONS

TEXAS

Austin, Tex., Dec. 22.—Charters have been granted to these companies:

American Body Company of El Paso, Dallas, \$10,000; A. A. Richeson, J. B. McAnnally and L. Keppler.

Joe H. Moore Motor Company, Big Lake, \$16,000; J. F. Littlebridge, Joe H. Moore and Mrs. Vesta Moore.

ARKANSAS

Little Rock, Ark., Dec. 22.—New incorporations just announced include:

The J. D. Treese Motor Company, Marshall, \$12,000; to engage in the automobile business; J. D. Treese, J. E. Treese and Claud Treese.

Standard Service Company, New-port, \$10,000; to install automobile service stations.

DEALER DOINGS

LAKE TO SELL AUBURNS IN ILLINOIS COUNTIES

Chicago, Dec. 22.—J. J. Lake, recently an Auburn dealer at 3238 West Jackson Boulevard, has given up his Chicago territory and has just been awarded the direct factory distribution of the car in Rockford and four surrounding counties. He has opened his new place in Rockford at 313 South Church St. Mr. Lake had been in the automobile business in Chicago continuously since 1904.

HUDSON-ESSEX DEALER NAMED IN HARRISBURG

Harrisburg, Pa., Dec. 22.—The Gomory Schwartz Motor Car Company, Hudson-Essex distributor, has just announced the appointment of the Nace Motor Car Company as a sub-dealer. The Nace company, a new concern, has established its showroom in the business section at 115 Market St. C. B. Nace, the proprietor, was for many years one of the leading retail salesmen for the distributor.

GETS FORD FRANCHISE IN CHEYENNE, OKLA.

Cheyenne, Okla., Dec. 22.—C. O. Gause, who is in the garage business here, has obtained a franchise for Ford cars. He will also erect a new garage.

TO SELL HUDSON-ESSEXES IN YOKUM, TEXAS

Yoakum, Tex., Dec. 22.—A. J. House has just accepted the local Hudson-Essex dealership and will have his display room in the Mikulenka Building on West Grand Avenue. He has had seven years' experience as an automobile salesman and demonstrator.

NEW DEALERSHIP FORMED IN MILES CITY, MONT.

Miles City, Mont., Dec. 22.—The newly incorporated Calvin-Love Motor Company of this city has taken over the business of the Calvin Motor Company. Carl B. Calvin is president and manager; D. W. Love, vice-president; C. N. Lukes, secretary, and C. B. Calvin, general manager.

COPLEY BUYS CHEVROLET DEALERSHIP IN ALLIANCE

Alliance, O., Dec. 22.—W. L. Copley of Kenmore has just purchased and assumed the management of the Union Chevrolet, Inc., dealer, for Chevrolet cars. Mr. Copley has been in the garage business in Kenmore for years. The dealership will be known as the Copley Motor Company.

DEALER TAKES OVER FLINT FACTORY BRANCH

Springfield, Mass., Dec. 22.—The Flint dealership here, formerly a factory branch, has been taken over by the Springfield Flint Company. E. V. Warriner, proprietor, Donald Macdonald is manager. The firm has opened a 75x35 foot salesroom at 559 State St.

WISCONSIN

Madison, Wis., Dec. 22.—Incorporations just announced by the secretary of state here include the following companies:

Bertram-Pochert Auto Sales Company, Milwaukee, \$10,000; auto sales and service; Anton Bertram, William Pochert and Ernst Pochert.

The Badger Specialty Manufacturing Company, Milwaukee, \$10,000; automotive accessory makers; Henry F. Vollmer, Leed R. Whitley and Ferdinand J. Gottschon.

Gessert Tire Company, Milwaukee, \$12,000; Edmund E. Gessert, Fred Froeder and W. I. Rosenheimer.

Tire and Radio Supply House, LaCrosse, \$10,000; R. B. Horner, Raymond C. Bice, Silas J. Leverans and Henry Holberg.

CINCINNATI DEALERS ALLOT SHOW SPACE

Cincinnati, Dec. 22.—The Cincinnati Automobile Dealers' Association last night allotted space for the exhibits in the 1926 show, to be held in Music Hall, January 16 to 23. This show will eclipse all others in size, and so many demands for space were received that all exhibitors had to be content with less area than they had last year. Harry T. Gardner will again have full charge of the exhibition, and Music Hall will be elaborately decorated and illuminated. Every dealer in Greater Cincinnati will have his cars on display.

Improvements

EMICH SALES MOVES

Chicago, Dec. 22.—The Emich Motor Sales and Service, dealer in Moon and Diana automobiles, has just moved into its new and larger salesroom and service station at 7633 South Halsted St. Thomas Sullivan, formerly with Lawder Brothers, has joined the firm as manager of the used car department.

TO EXPEND \$30,000

Vancouver, Wash., Dec. 22.—A 50x35 foot addition to the one-story concrete truck repair and truck storage garage of Austin B. McCoy is now being built, and future plans provide for another similar structure to cover the quarter-block facing 3d and Washington Streets. A total of \$30,000 will be spent for the improvements.

ADDS TO BUILDING

Tulsa, Okla., Dec. 22.—The Adams Motor Company, Inc., in the automobile business here, is erecting a 50x140 foot addition to its building.

PLANS \$35,000 ADDITION

Dothen, Ala., Dec. 22.—The Malone-Harrison Motor Company, which operates a Ford dealership and garage here, will erect an addition to its establishment at a cost of \$35,000.

BUILDING TWO-STORY HOME

Hastings, Neb., Dec. 22.—The Hastings Chevrolet Sales Co., distributors for the Chevrolet for six counties adjoining this city, is erecting a two-story building especially adapted for its business, and having a floor space of approximately 16,000 square feet, at 919-921 West 2d St., on Automobile Row.

WILL ALTER GARAGE

New Haven, Conn., Dec. 22.—H. Goldman & Sons, distributors for the Studebaker car in this territory, have just obtained a permit for a brick addition and alterations to the Holcomb Garage at 97-109 Goffe St., which was recently purchased. The cost of the work will amount to about \$18,000.

OUTGROWS NEW SPACE

Topeka, Kan., Dec. 22.—With work on the \$100,000 structure being built for the firm not more than half completed, the C. R. Cameron Motor Company, Ford dealer, has already found it necessary to acquire additional floor space. C. R. Cameron announces the leasing of a 100x75 foot garage which adjoins the structure being erected for the company.

Fire Losses

\$100,000 GARAGE DAMAGE

Batavia, N. Y., Dec. 22.—The Overland garage and sales rooms have been destroyed by fire, the total loss being estimated at close to \$100,000. More than sixty automobiles were burned.

\$10,000 BLAZE IN GARAGE

Baird, Tex., Dec. 22.—Fire in the garage of the Shaw Motor Company here has caused damage estimated at \$10,000.

Automotive Daily News BUYERS' DIRECTORY and GUIDE

Reference List of Prominent Automotive Associations

National Automobile Chamber of Commerce, 366 Madison Ave., New York, N. Y.

Automotive Equipment Association, 1809 City Hall Sq. Bld., Chicago, Ill.

Motor & Accessory Manufacturers' Association, 250 West 57th St., New York, N. Y.

National Automobile Dealers' Association, 320 North Grand Ave., St. Louis, Mo.

National Standard Parts Association, 310 Hofman Blvd., Detroit, Mich.

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December 4, 1925	
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